MADRAS INFORMATION

July—August 1968

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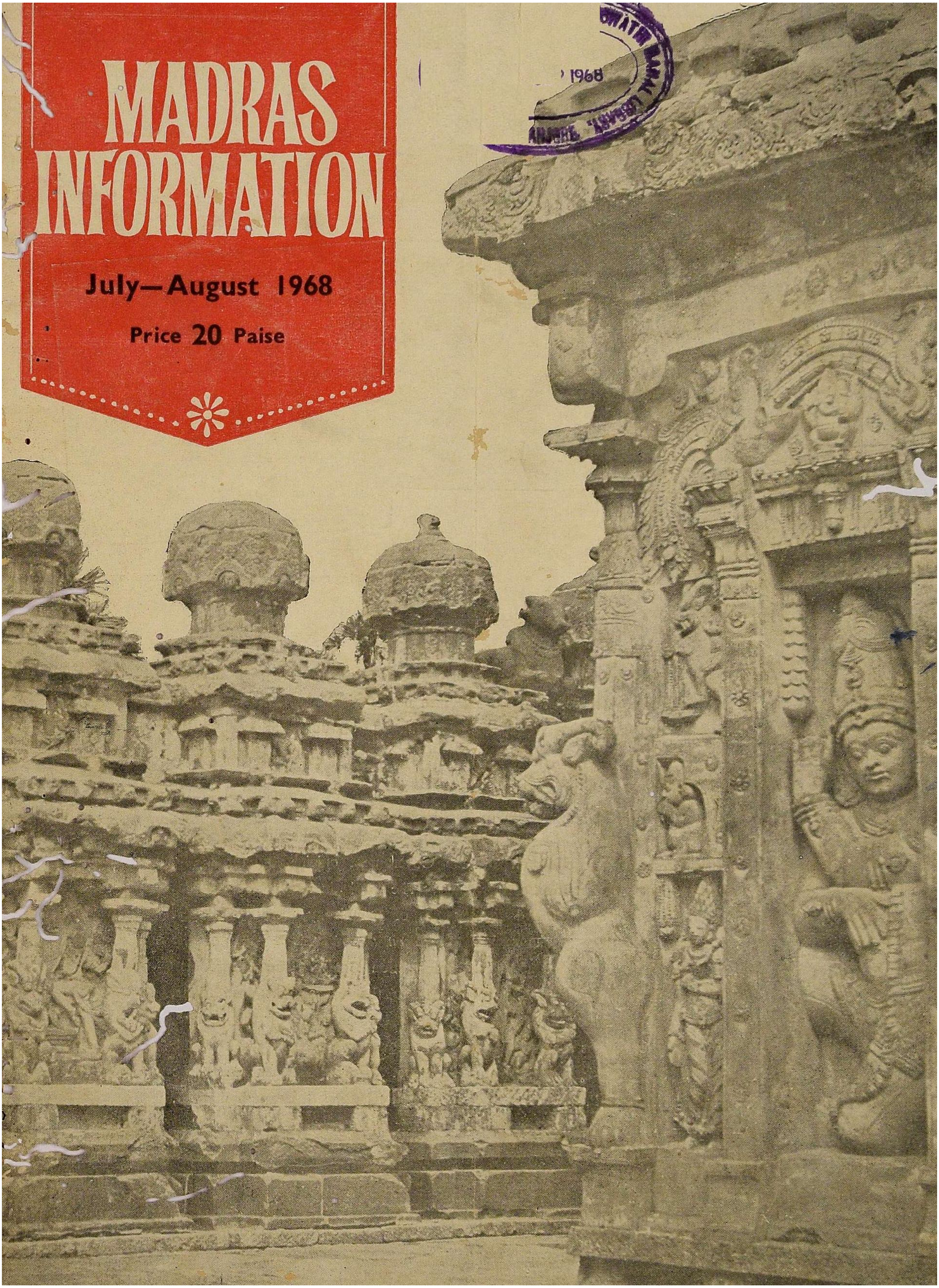

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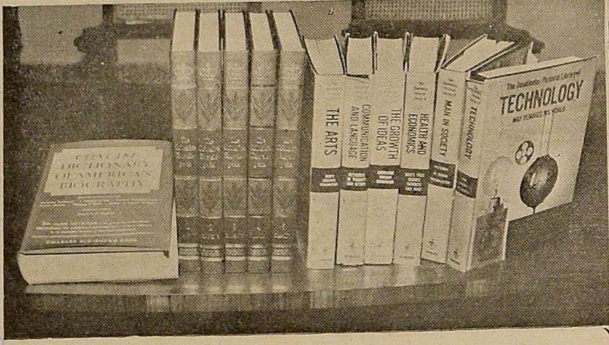
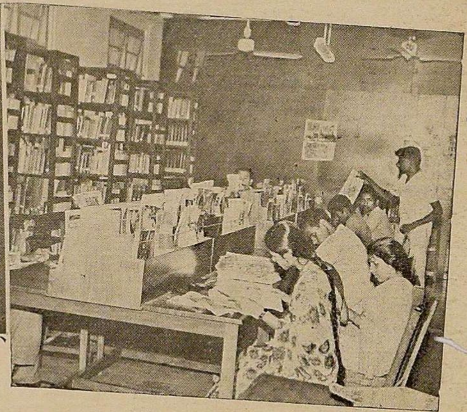
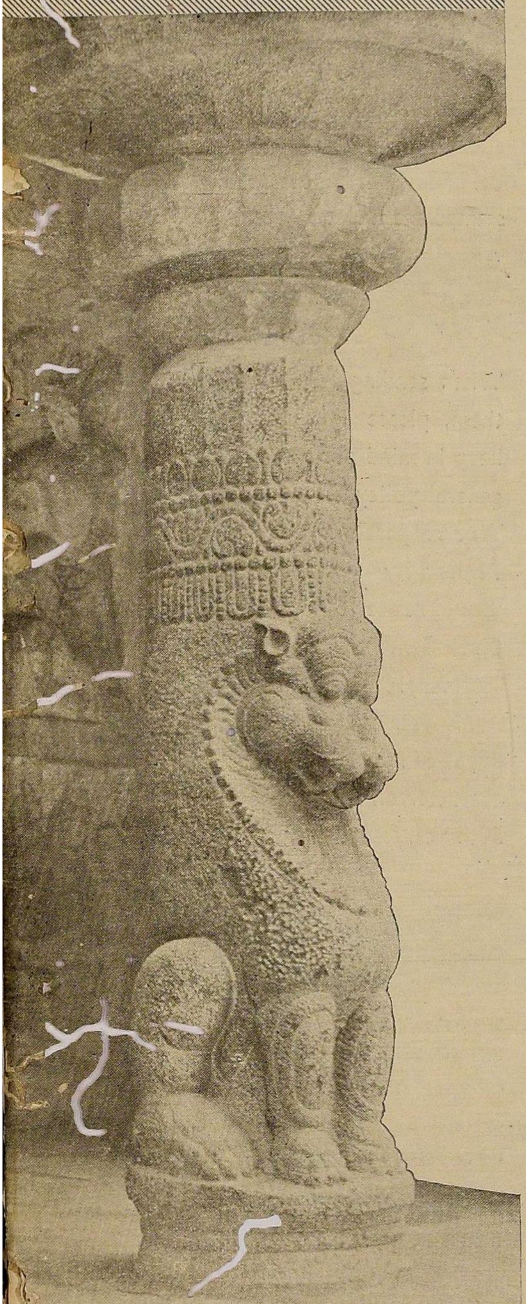




The reading room-cum library, State Information Centre.

Mr. Eddie Deerfield, Acting Director of United States Information Service, Madras, presented a set of valuable reference books to Thirumathi Sathiavani Muthu, Minister for Harijan Welfare and Information, on July 25, 1968 for the use of Madras State Information Centre Library, Government Estate, Madras-2.

Receiving the books, Thirumathi Sathiavani Muthu appreciated the kind gesture shown by the U.S.I.S. and thanked Mr. Deerfield for the gift of expensive books which would be useful both for the Government officials and the public who use the State Information Centre Library. The books include: five volumes of Columbia Encyclopaedia and six volumes of Doubleday Pictorial Library. *On the left* is seen the books presented and *on the right* is a view of the library-*cum*-reading room of the State Information Centre. The Centre also maintains a film library. The films are lent to the educational institutions, hospitals, welfare associations, etc. At the sales counter of the Centre, Government publications are available for sale. However, the main work of the Centre is to provide information on any aspect to the public as also to the tourists and visitors. Professors, teachers, research scholars, students, politicians, journalists—all find the Centre very helpful for their reference.



MADRAS

INFORMATION

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Cover Page: The famous Kailasanathar Temple of Kanchi.

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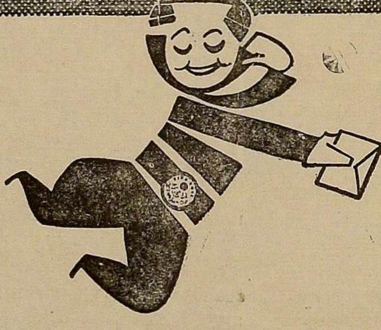

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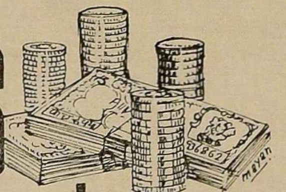
more funds for rural development



From the speech delivered by Thiru C. N. Annadurai, Chief Minister, at the Chief Ministers-State Ministers' Conference, on Community Development, Panchayat Raj and Co-operation, held at Madras on 11th and 12th June 1968.

We have gathered to discuss the Community Development and Co-operation programmes. These are two very important subjects that have a vital bearing on rural economy. We have attempted to do something in the last 15 to 20 years. The time has come when we should at a really high level in Government review the work done so far and find out how far we have been successful in our efforts in these two sectors of the economy. Have we been going on the right lines ? Do we need to change ? What should be the basis or the framework for our progress in the next decade or two ? These are weighty questions, and there are large number of experts and statesmen in this gathering who could enlighten us in regard to the various aspects of our future programme. I am here to learn from them all and in this address of mine, it is my purpose to highlight some of the problems, in regard to Community Development, as we see it, in the State of Madras.

Difficulties

One important problem in Community Development is difficulties and disagreements arising between the non-officials and officials in regard to their respective roles in Community Development. We have a large number of non-officials who want executive powers to be vested in them. The various senior officials in the Government suggest that since a large sum of Government money is going to be spent, some one who is answerable for the expenditure to the Government and audit alone should be vested with executive powers. This would mean that only paid officers will be vested with executive powers. Nevertheless, it is necessary for us to devise ways and means to provide non-officials with a sense of participation in the achievements of Community Development. If we can enlarge the scope given to non-officials while at the same time, not interfering with the accountability in regard to public expenditure to the legislature and to audit, we would have succeeded in providing a good solution. On this subject of providing greater scope to the non-officials, I would like to know whether any one in this distinguished audience here could make useful suggestions. Such suggestions would be most valuable and would be very carefully considered.

Ways and means

Immediately my Government came into power in March 1967, several experts in the field suggested to us that this Department had a lot of reduntant posts. At one time, we were considering whether we should reduce the number of posts. In view of the fact that this would entail large scale unemployment in this Department, we are exploring ways and means to see how far this same staff could be more usefully employed. This would mean that more duty should be entrusted to them and we should be able to extract more work from them. On this, I have invited suggestions from a number of people. Our aim should be to make the staff do really useful work.

Another important problem in regard to Panchayat Raj is whether we should have the three-tier system or any other system. In fact in the three-tier system in Madras State instead of the Zilla Parishad, we have District Development Councils for which the Collector is the Chairman. Some criticism has been advanced against this arrangement. There have also been consistent demands that a non-official should preside over the deliberations of this Committee. One difficulty would be if the non-official presides, he may not be able to secure from the various district officials like Executive Engineer, District Health Officer, District Veterinary Officer and others the necessary co-operation for ensuring that the programmes for Community Development are carried out efficiently.

I understand that the Andhra Government have recently appointed a Committee which has gone into this thoroughly and has recommended that the District Collector should be made to participate more and more in guiding and instructing various department officials in the matter of executing Community Development Projects. I am sure, the Chief Minister of Andhra Pradesh would in his turn, in this August gathering give us more details about this. There was one complaiant about the old District Boards. In the District, the areas from which President and Vice-Presidents came got preferential treatment. People from other parts of the District had a complaint that their areas were neglected by the District Board. In our present arrangement in Madras, we have allocated funds specifically to each Panchayat Union so that the 30 odd Panchayat Unions in the district get equal shares.

We have also ensured that more powers have been delegated to the Panchayat Unions. On this question of organisation, I am quite sure that Chief Ministers would have had different experience in their States. This is a subject on which we would certainly welcome any suggestions. In this connection, it would also be relevent to point out that the Village Panchayat of which we have 12,000 in this State is too small a unit and really not viable. Very often the Panchayat is unable to invest sufficient funds in providing any kind of social service, such as village lights or village sanitation. We have to find a way of reducing the expenditure or find some other means of increasing their resources. This aspect of the problem could also be studied usefully. To provide one clerk for each of the Panchayats will cost us approximately Rs. 45 lakhs; he will not have sufficient work.

Meagre resources

My own experience has been that in the matter of rural development, we have not been able to achieve much because we have not been able to allocate sufficient resources to this sector. In the State of Madras we are spending about Rs. 57 crores on 374 Panchayat Unions. Out of this, Rs. 22 crores goes for elementary education. This actually leaves Rs. 35 crores for Local Development Works, cost of staff and other miscellaneous items. As a result of the meagre resources, several Panchayat Unions are really unable to do much for the people in the rural areas. In spite of this large expenditure, we have been able to set apart in Madras State for rural water-supply roughly Rs. 15,000 per Panchayat Union per annum. This means that in one year in one Panchayat they may probably be able to dig two wells.

Considering that the Panchayat Union has a population of 80,000 and extends over 20 to 25 revenue villages, this is very meagre. One certainly cannot consider that two wells a year is adequate. In a few Panchayat Unions where their general funds so permit them or where the cost of digging of wells is much lower, they may be able to put in a few more wells. My own estimate is that unless we provide at least Rs. 1 lakh to Panchayat Union for water-supply every year we will really not be able to provide water for all villages having a population of 400 and above. It should be our aim, to see that rural, water-supply is not neglected. This is an area in which the allocation has been steadily decreasing over the years. It is time that we take a second look at this allocation and ensure that water-supply is provided adequately in rural areas. This is a basic necessity in the villages and if some of these basic necessities are not provided we will very soon see that the villagers protest vigorously.

Very peculiar

Another anamoly in regard to resources is that while the Government of India allocated sufficient if not adequate funds for collegiate education and secondary education, there are no grants for elementary education. To my mind this is rather peculiar. For Elementary Education is compulsory and according to Article 45 is one of the directive principles of State policy. In a State like Madras we spend Rs. 22 crores on this account which is mostly by way of salaries to teachers, on the basis of one teacher for every 40 pupils. The Central Government is not allocating any funds towards this. This is very peculiar. I would suggest that in rural areas, where they are really unable to raise any further resources, we should be sympathetic to their educational needs. In Madras State for an expenditure of Rs. 57 crores the resources raised by Panchayats are of the order of Rs. 8 crores. This is obtained as a surcharge on land revenue and as surcharge on entertainment tax in rural areas. These are the two most important sources of revenue. These are inelastic by their nature, whereas the expenditure on education is increasing steadily year by year. Unless we could get adequate help and support on this programme, we will have considerable difficulties in providing compulsory education for the masses in the rural areas.

At this stage, I would like to emphasise an important difference between urban areas and rural areas, as far as Madras State is concerned. While 374 Panchayat Unions raise Rs. 8 crores against the expenditure of Rs. 57 crores, the Municipalities are able to raise Rs. 10 crores against the total expenditure of Rs. 12½ crores and the view has been expressed that the leakage in municipal revenue is considerable and if it could be plugged, the municipalities may even be self sufficient. There is a distinct difference between rural areas and urban areas in regard to their capacity to raise resources. I am quite sure the position would be the same in the other States as well. My appeal to the Union Government is that they should take note of this and my

prayer is that they should deal with the rural areas with greater sympathy and provide a greater allocation of resources earmarked specifically to rural areas.

Agricultural Production

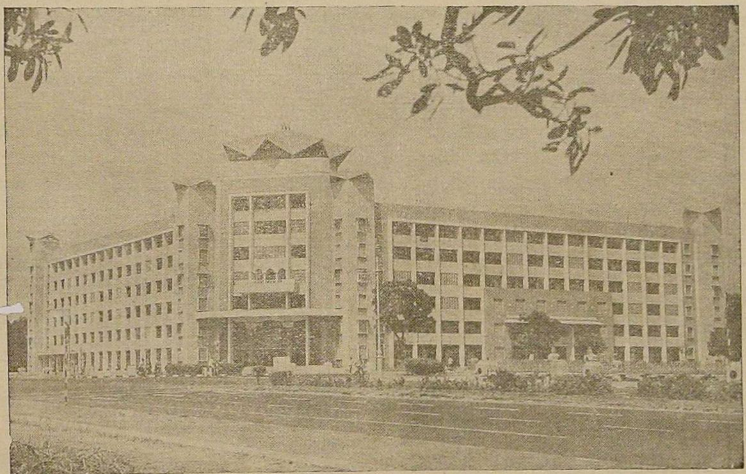
A special orientation has been given to Panchayat Union work in the recent two or three years. This is to make the subordinate staff oriented towards providing facilities, guidance and instructions in regard to increased agricultural production. The Panchayat Unions and Panchayats are used for dissemination of better seeds, for provision of pesticides, for hiring out tractors, sprayers and other agricultural implements. The considerable increase in food production in the State in the last one or two years has been partly due to natural reasons such as good rainfall and partly due to organisational efficiency in the agriculture and rural development departments. This is an aspect of the work that is expected to improve the economy of the rural sector substantially. I would like to take this opportunity of congratulating all those who have participated in this nation-saving effort.

Summing up, therefore, we have reached a state where it is necessary to pump in more resources into the rural economy. I have no doubt in my mind that this will result in a ten-fold increase in agricultural production, Animal Husbandry and other sectors of that economy. In order to do this there must be complete co-operation between the Union Government and the State Government. In the case of officials who participate in the programme, they must be willing to do devoted service and the Ministers who deal with the subject should be alert and accessible to the rural people so that any local difficulties are settled quickly and amicably. Our training programmes have been full and intensive and have provided more than an adequate measure of skills to the various functionaries involved in this programme. If on the basis of my appeal, the Union Minister for Food and Agriculture would earmark more funds to the rural areas, it should be possible for us to make much more rapid progress.

Report on Community Development

In conclusion, I would like to remind you that we have asked one of our retired officials to go into the entire working of the Community Development Project not only here but also in some of the upcountry States. A report has been prepared and it is given to the delegates attending this Conference.

We have also placed for their persual, the resolutions passed by the Panchayat Conference which deliberated about the report submitted by the official and I would very much like the delegates attending this Conference to devote their attention and offer their useful and constructive suggestions about this report and about the recommendation of the Panchayat Conference.



A view of the Ezhilagam, which houses the Administrative Offices of the State at Chepauk was inaugurated on 8th July 1968 by Thiru C. N. Annadurai, Chief Minister. Thiru M. Karunanithi, Minister for Public Works, presided.

The Institution of Governorship

The Governor in the context of democracy is the guardian of sound democratic conventions. These conventions are nothing more than establishment of the correct relationship between the Government and the people, between the ruling party and the opposition.

From the moment a person is appointed as Governor he ceases to have political afflliations. His position demands it.

The Historical background

Functionally the Head of the Indian Union and the Heads of the States of India are more exactly described by the words ' President 'and the ' Governors.' But it should be remembered that in English, the political meanings attached to President and Governors have changed vastly from the old days. In classical Latin all Governors of Provinces were known as 'Praeses' or Presidents. Earlier in Aristotle's day the President was the chief of the Recorders of all private contracts, decisions of courts and public indictments. Later the term began to be indiscriminately applied to many very high offices under the crown.

As for the term Governor it has distinct meaning derived from Amercian and British constitutional histories. Governors ever since Britain became the seat of an Empire have been appointed heads of dependent territories. Their powers and privileges changed according to the name of the dependent territory—Dominion or Colony or dependency. What was common to all of them was their capacity normally or in the periods of emergency to interfere with the wishes of the people in the interest of the crown. Following the British, Governors grew up in the French, Dutch and other Empires. The Governors in the U.S.A., Brazil and Mexico are of a different constitutional character. Today the role of a Governor is completely changed. He is no longer a ' spy ' to report what is happening in his province to the Viceroy and hence he ceased to act as his agent.

When East India Company came to Madras to establish themselves they had their own agents. The first agent to be appointed in Fort St. George in 1640 was Andrew Cogan. He was followed by Francis Day, Thomas Ire and Heny Greenhill in succession.

In 1668 the post of the Governor was instituted though he was practically working as an agent. The first incumbent of this post was George Foxcroft. He was followed by a long line of Governors amongst whom the following names deserves special mention.

Elihu Yale, George Pigot, John Holland, Lord Clive, Lord Elphinstone, Thomas Munroe, Lord Napier, Lord Wenlock, Pentland, Arthur Lawley, Lord Wellington, Goschen, Stanley, Hope and Lord Erskine. Among the Indians Sir Mohammed Usman and K.V. Reddy had acted as Governors in pre-Independence days. On the eve of independence Lord Nye was the Governor of Madras and he continued for sometime after independence. He was succeeded by Maharaja of Bhavanagar, John, Shri Prakasa, Bishnuram Mehdi, Maharajah of Mysore and Sardar Ujjal Singh.

There is an important difference between the functions of the President and the Governor in the matter of legislation. The Governor may reserve a Bill passed by the State Legislature for the reconsideration of the President and the latter may refuse consent or return the Bill for reconsideration. Thus the Governor is not only a constitutional Head of the State but he is also the agent of the President, i.e., the Central Government for safeguarding national interests.

The Governor's residence

In the beginning, i.e., in the Company days the Governors lived in the Admiralty House of the Fort St. George. It was left to the Governor Lord Clive (Son of Robert Clive) to erect the Government house and the Banquetting Hall on Mount Road, the present Rajaji Hall.

The Guindy Raj Bhavan which was then known as a 'Country residence' became to be used by the Governors since Thomas Munroe's regime.

This beautiful mansion with its deer park became the regular residence of the Governor since August 15, 1947 and the Government House and the Banquetting Hall was thrown open to the public on that day.

Sardar Ujjal Singh, Governor of Tamilnad is one among the few old stalwarts among us who looks upon life as a mission. While talking to newsmen as soon as he came to Madras to assume office as the acting Governor of Madras. Sardar Ujjal Singh said that, he is happy to be in Madras—One of the best administered States in India, where the people are independent and hard-working and added that "I am no stranger to Madras". That is how he felt about Tamilnad and its people.

Governor's praise

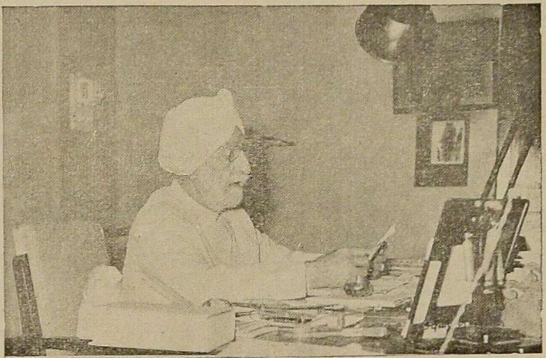
Again in an interview arranged for "Grama Nalam" and "Madras Information" on 24th April 1968 he appreciated Tamilnad for its lead in rural electrification. He said Madras is far ahead in electrifying villages and in energising pumpsets. However he is not pleased with the way in which the cattle are looked after by the people of Tamilnad.

Sardar Ujjal Singh is one of the national leaders of our time, who has a rich and varied experience to his credit. Tamilnad is fortunate in having him as the Head of State. For, he is not only an able administrator and educationist, he is also a farmer. Born on 27th December 1895, he was educated at Government College Lahore. After leaving College he took farming and agro-industries. He was probably one of the very few farmers who took to mechanised farming as early as 1924. He reclaimed an entire area which was arid and converted into a smiling farm (but he had to leave the farm when partition took place).

He was a member of the Punjab State Legislative Assembly from 1926 to 1956 without break. He served as Parliamentary Secretary (Home) from 1937 to 1942. He resigned his office in 1942, during the Quit India Movement. He attended the First and Second Round Table Conferences held in 1930 to 1931 as a deligate. He was a Delegate to U.N.O. Conference on Food and Agriculture held at Quebec in October 1945. He was elected Member of the Constituent Assembly of India in 1946.

Varied experience

Sardar Ujjal Singh served as a Minister of Industries and Civil Supplies of the East Punjab Government in 1949 and again as Finance and Industries Minister from April 1952 to January 1956. He was also a Member to the Second Finance Commission in 1956.



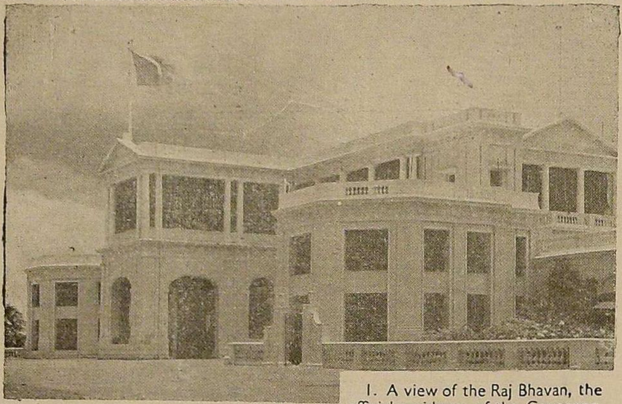
The Governor at his desk in Raj Bhavan going through the letters received.

Sardar Ujjal Singh is also an eminent educationst. He was a member of the Central Advisory Board of Education and the All-India Council of Technical Education from 1945 to 1949. He was a Member of the Amritsar Khalsa College Council and Managing Committee for 30 years. He is now the President of the College. He served as Governor of Punjab from 1st September 1965 to 27th June 1966. (He was appointed acting Governor of Madras from 28th June 1966) and then appointed substantively Governor of Madras from 16th June 1967.

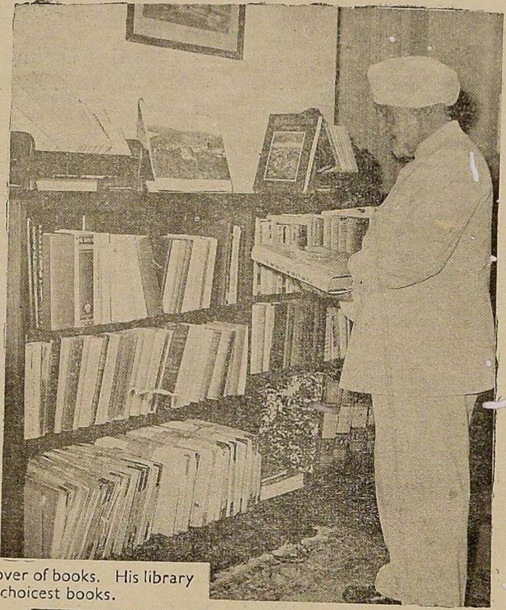
Increasing food production is the most important task which we face today. This was the major subject of the interview. Mechanising agricultural industry, improving the quality of the cattle wealth and the role of Panchayat Union in this task were discussed. When asked about his views on food production, he readily offered his suggestions. His Excellency said "if any land is left uncultivated in Punjab, the Government takes over the land and leases it out. The man who takes the land on lease, not only earns for himself but also helps to increase food production". "There is no such system prevailing here", he mused. "Some law should be enacted for this purpose. In Punjab, every farmer will sow a smaller area and then with the knowledge gained, he goes for a bigger area."

Mechanising agriculture

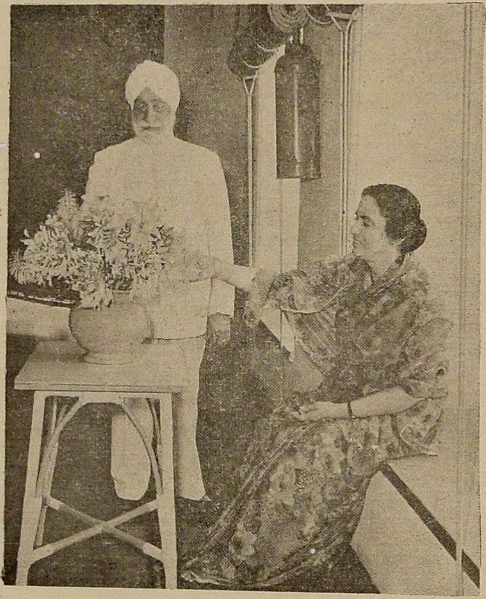
Then he referred to the fact that a pair of bullock can plough only from 25 to 30 cents which is very uneconomical. If only the cattle are looked after carefully they can plough more lands. He appreciated the fact the Tamilnad Panchayat Unions own tractors which are being hired to the cultivators. In this connection he emphasised that in utilising the tractors the work done by them is more important than the number of hours for which the tractors are put to use. Incidentally it also brings out the keen insight he has about the practical difficulties in mechanising the agricultural



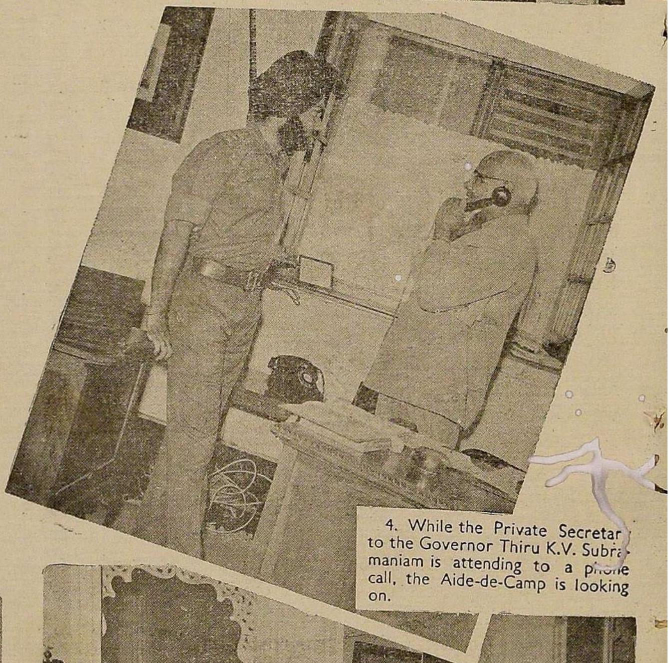
1. A view of the Raj Bhavan, the official residence of the Governor.



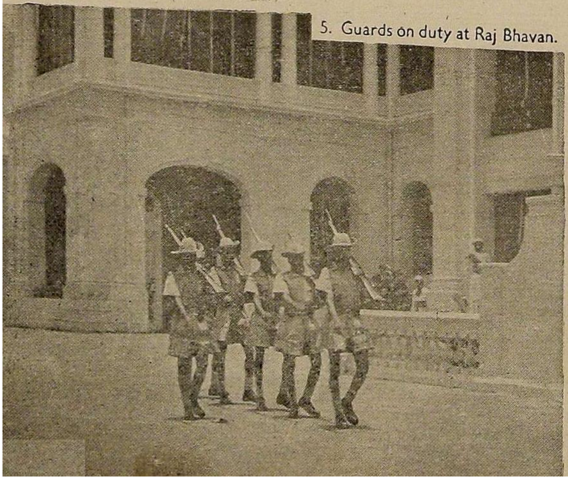
2. A lover of books. His library contains choicest books.



3. The Governor and Sardarni find time to admire the flowers.



4. While the Private Secretar[illegible] to the Governor Thiru K.V. Subra[illegible] maniam is attending to a ph[illegible]e call, the Aide-de-Camp is looking on.



5. Guards on duty at Raj Bhavan.

6. They look after the maintenance of the buildings and attending on the Gove[illegible]

industry. Mechanisation of agricultural industry in the initial stages will bring in certain technical difficulties. For instance he referred to the lack of adequate arrangements even for small repairs to the agricultural implements which can be attended to locally by the Panchayat Unions. "I know one incident where it took about one year to repair a small equipment", he said.

He emphasised the fact again and again that cattle are maintained in a very poor condition here and quipped "I do not know what is wrong with the feeding of the cattle". He said because of the very poor condition of the cattle in general and milch cattle in particular the milk production is very low. Even Murrah buffalow which is supposed to give more milk gives only 25 to 30 lb. Sardarni Ujjal Singh who intervened at this point drew attention to the very high price of milk.

After the conclusion of the interview pointing to the files in his office shelf the Governor said that "these files which are kept in the shelf, are maintained by me personally. I take important cuttings in the newspapers and maintain them subject-wise in the files along with my tour notes in the districts. I attended to this work personally." In that shelf, there are also English translation of Thirukkural, Bhagavad Gita, World Tamil Conference Souvenier and other books. He said that every day, he reads some Thirukkural.

Sardarni Ujjal Singh, who is the patron of Red Cross Society and the Guild of Service, evinces keen interest in social work. She said, "Tending the suffering is the noblest of all assistance that one can give to one's fellow-being. It is not given to all to either have the temperament, the time or the capacityfor such service". That speaks for her keen interest in social service. She has taken efforts to establish Red Cross Rehabilitation Centre for adult amputees in Madras City, so that life may smile once again upon the handicapped. The proposal is under the active consideration of the Government.

Apart from this she is also very much interested in propagating the philosophy of family Planning. She feels that it is the responsibility of the women to see that the family size is restricted so that they will be able to have a better and happy family. It may be pointed out here that the Government has sanctioned Rs. 7,160 to the Red Cross Society for the establishment of urban family planning centre.

Sardarni Ujjal Singh is a great lover of books. "I have lot of books at my home town. I used to read books at a stretch. But one thing, when I want to read any book that must be owned by me. Now I am interested only in magazines and not in books", she said.

The present official residence to the Governor of Tamilnad situated in sylvan surroundings at Guindy National Park near Madras, looks very majestic and serene. From here the Governor of Madras guides the destiny of the State. The present Raj Bhavan at Guindy became the official residence of the Governor only from 1946 when the Raj Bhavan at Mount Road was transferred to the Government. There is one personal Secretary to assist the Governor and there are two Aides de-camp. There is also a Private Secretariat for Governor known as Governor's Secretariat.

Dewaxing Filters for Madras Refineries.

At a simple function in Tiruvottiyur near Madras on July 1, 1968, six dewaxing filters intended for the Madras Refineries were handed over to the Italian contractors of the refineries. The delivery took place in the presence of Thiru M. Rama Brahmam, Managing Director of the Madras Refineries.

The filters have been built in India with 85 per cent of indigenous materials. This is the first time that such filters have been produced in India. The Madras Refineries were actively associated with and were responsible for the production of these filters in India. In fact this is one of the efforts made by the Refinery authorities to develop indigenous talent. The filters which were delivered today have been built at a local factory with the assistance of an American Corporation, at a total cost of Rs. 33 lakhs. They will separate wax from lubricating oil at a temperature of 20° C. Each filter is 11 feet in diameter and more than 20 feet in length and will have a capacity of 2,500 gallons of medium grade lubricating oil. The total capacity of these filters will be more than the capacity needed by the Madras Refineries. Wax-free oil gives better performance in any internal combustine engine. The filters which are massive in size, highly sophisticated in construction and weighing about 40 tonnes, represent the very heart of the production of lubricating oil. Manufacture of these filters in India is expected to save for the country a substantial amount of foreign exchange.

MADRAS STATE RAFFLE SCHEME

The salient features of the State Raffle Scheme of the Government of Madras which was inaugurated by the Chief Minister on the Independance Day are as follows:—

(i) The Raffle Scheme will be implemented by the Director of Small Savings under the overall control of the Secretary to Government, Finance Department. The Director of Small Savings will, for this purpose, be designated as the Director of State Raffles.

(ii) The value of each Raffle ticket will be Re. 1.

(iii) The first draw under the State Raffle Scheme will be on 14th October 1968. For this draw Government will release for sale as many series of Raffle tickets as they deem necessary. All the series so released for sale will be eligible to participate in the first draw. It will be open to the Government to postpone the date of the draw if they consider it necessary. Wide publicity will be given for the revised date on which the draw is to be held. The dates for subsequent draws will be notified by Government from time to time. The tickets offered for sale will bear the date of draw.

(iv) Each Raffle ticket shall indicate, besides the date of draw, the date and number of the Government Order governing the conditions of the Raffle Scheme, and will also bear the fascimile signature of the Secretary to Government, Finance Department. The details of prizes offered and the salient features of the scheme will be indicated on the reverse of the ticket for the information of the buyers of tickets.

(v) For any particular draw, one or more number of whole series of tickets will be offered for sale to the public.

(vi) The tickets will be sold to the public through authorised agents, who shall be appointed in the manner specified in the rules governing the scheme. Public may purchase tickets from the agents for any particular draw till the date immediately preceding the date of the draw. It shall be open to the Government to offer the tickets for sale to the public direct wherever they consider it to be necessary.

(vii) Each series of tickets will contain 999999 tickets with number from 000001 to 999999. Each series shall also carry a distinct alphabatical notation such as A, B, C, etc. The tickets will be printed in booklets of 20 consequtive numbers each, except for the last booklet which will contain only 19 tickets.

(viii) For each series of 999999 tickets the following prizes shall be given :—

Prize.	*Number of Prizes.*	*Individual Prize amounts.*	*Total Prize amounts.*
(1)	(2)	(3)	(4)
		RS.	RS.
1st Prize ..	1	1,00,000	1,00,000
2nd Prize ..	5	10,000	50,000
3rd Prize ..	50	1,000	50,000
4th Prize ..	500	100	50,000
		Total ..	2,50,000

(ix) Prizes will be drawn for each series of tickets separately.

In respect of the first, second and third prizes for each series the prize numbers will be drawn in full. In respect of the fourth prize however the following procedure shall be followed :—

For any given combination of last four digits there will be 100 tickets in each series. Five such combinations of last 4 digits each will be drawn in respect of each series during the draw and all tickets ending with any one of these five combinations of four digits in that series will be made eligible for the last prize. The procedure to be adopted during the draw will be as prescribed in the rules.

(x) The tickets will be made available at all Sub-Treasuries. The sale of tickets to the Authorised Agents as well as direct sales to the public, if any, will be stopped 15 days prior to the date of the draw. All tickets unsold and remaining with the Government on that day will be destroyed at each of the Sub-Treasuries where such tickets are stocked in the presence of an officer to be designated for this purpose, by the State Government and the numbers of these tickets reported to the Director of State Raffle immediately together with a certificate of destruction. These unsold tickets will not be eligible for the first, second or third prizes in any draw. If during the draw the number of any of these destroyed tickets is drawn either for the first, second or third prizes, it will be put back and the process of drawing the winning number repeated till one of the numbers of the tickets actually sold is drawn. This procedure will not however apply to the fourth prize as in this case for any combination of last 4 digits drawn in the draw there

might be tickets eligible for the prize both among the ticckts sold to the public through the Authorised Agents and also among the tickets unsold and left over with the Government. In such case the prize amounts will be retained by the Government.

(xi) The draw will be held in a prominent place in Madras City or in one of the District Headquarters as may be notified by Government in this regard separately. Due publicity shall be given to the time and place of draw. The draw will be held in the presence and under the supervision of a Committee of persons specially selected for this purpose. The winners of the first and second prizes in any series will be required to claim their prize amounts from the Director of State Raffle at Madras. These prizes may also be distributed at special functions which may be arranged by the Directorate of State Raffle for this purpose. Those winning the third or fourth prizes can however collect the prize amounts from any Sub-Treasury in the State on presentation of the prize winning tickets. The prize winning tickets should be surrendered in token of receipt of prize amount.

(xii) Each ticket will be eligible for one prize only. If the same number wins more than one prize then the holder of the prize winning ticket will be awarded the highest prize amount drawn against the ticket. The prize amounts should normally be claimed within four weeks from the date of draw. Any amount that has not been claimed during this period can subsequently be claimed only by making an application to the Director of State Raffle. Prize amounts not claimed within three months from the date of the draw will lapse and will automatically be forfeited to the Government.

The implementation of this scheme at the District level will be the responsibility of Collectors.

EVERY SCHOOL MAY GET A RADIO SET

Professor Sher Singh, Union Minister of State for Education, has appealed to the States to take necessary steps to provide a radio set, if not in every primary school, at least in each middle and higher secondary school so that school broadcasts of All India Radio could benefit as large a number of students as possible.

This observation was made by the Minister on July 15, 1968 *while inaugurating the A.I.R. programme of School Broadcasts for the year* 1968–69.

The Minister welcomed the idea of student participation in A.I.R. programmes through reading their own writings as it encouraged creative instincts in them. Moreover, it would help in increasing their general knowledge. The programme would also be useful to students in rural areas where there was still a dearth of well-trained teachers.

Professor Sher Singh urged the teachers to make full use of the lessons broadcast from All-India Radio. They should supplement them with lessons in class rooms.

சிறு சேமிப்பு
ஒரு வேண்டுகோள்

சென்னை அரசினர் கலைக்கல்லூரியில் 1968-ம் ஆண்டு மே மாதம் 19-ம் நாள் அன்று நடைப்பெற்ற சிறு சேமிப்பு ஏஜெண்டுகள் பயிற்சி முகாமில் சிறு சேமிப்பு துணைத் தலைவர் திரு. எம். ஜி. ராமச்சந்திரன், எம். எல். ஏ., அவர்கள் ஆற்றிய உரை

பணத்தைச் சேர்த்துக் கொடுப்பவர்களாக மட்டுமல்லாமல் மக்களின் எண்ணத்தைப் பிரதிபலிப்பவர்களாகவும் இருக்க வேண்டுமென்று சென்னை அரசினர் கலைக் கல்லூரியில் 19–5–1968 அன்று நடைபெற்ற சிறு சேமிப்பு எஜண்டுகள் பயிற்சி முகாமில் சிறு சேமிப்பு ஏஜெண்டுகளை மாநில சிறு சேமிப்பு ஆலோசனைக் குழுவின் துணைத் தலைவர் அவர்கள் கேட்டுக்கொண்டார்.

அவர் பேச்சின் சுருக்கம்

"ஏஜெண்டுகள் என்று அழைக்கப்படுகிறவர்களுக்கு தமிழிலே தரகர்கள் என்று பெயர் கொடுக்கப்பட்டிருக்கிறது. தரகர்கள் என்ற பெயருக்கு தமிழிலே வேறு பெயர் கொடுக்க முடியுமா என்று நான் கேட்டேன். தரகு என்றாலே உயர்ந்த நிலையில் ஒரு செயலை செய்பவர்கள் என்று தற்போது யாரும் எடுத்துக் கொள்வதில்லை. அப்படிச் சொன்னாலும் பரவாயில்லை நாங்கள் கேட்டுக்கொள்கிறோம். மக்களுக்கு சேவை செய்வதுதான் எங்கள் நோக்கம் என்ற முறையில் நீங்கள் செயல்படுகிறீர்கள். யார் எந்த நிலையில் உங்களைக் கருதினாலும் வெறும் லாபத்தை மனதில் கொள்ளாமல் தியாக உணர்வுடன் நீங்கள் செயல்பட்டு வருகிறீர்கள். லாபம் ஒன்றையே கருதி செயல் பட்டால் அதில் ஒரு எல்லையே இருக்க முடியாது. ஆயிரம் ரூபாய் மாதம் சம்பாதிப்பவருக்கு இன்னும் கொஞ்சம் கிடைக்காதா என்று தோன்றும், லட்ச ரூபாய் வாங்குகிறவருக்கு இன்னும் ஒரு 50 ஆயிரம் கிடைக்காதா என்ற ஆசை ஏற்படும்.

பொறுப்பும் கடமையும்

எனவே லாபத்தை மனதில் கொள்ளாமல் நம்மால் முடிந்தவரை நாட்டிற்காகவும் நாட்டு வளமைக்காகவும் செயல்பட வேண்டும் என்று கேட்டுக் கொள்கிறேன்.

நாடு இருக்கிற நிலையில் பணம் சேர்த்துக் கொடுப்பது இலகுவான காரியம் அல்ல. அப்படிப்பட்ட ஒரு நெருக்கடியான ஒரு நிலையில் நாம் வேலை செய்கிறோம். எனவே நம்முடைய நினைப்பில் ஒரு முடிவை நாம் ஏற்படுத்திக் கொள்வது நல்லதென்று நான் கருதுகிறேன். எல்லைக் கோடு என்று சொன்னாலும் பொருந்துமென்று நான் நம்புகிறேன். ஏஜெண்டுகளின் பொறுப்பும் கடமையும் என்ன? இந்த அளவுக்கு ரூபாய் சேர்த்துக் கொடுத்து விட்டோம் என்று முற்றுப் புள்ளி வைக்கப்போகிறோமா, இல்லை நாம் சேர்த்திருக்கிற பணம் நாட்டிற்கு இந்த வகையில் பயன்பட வேண்டும் என்ற எல்லைக் கோடு வைத்திருக்கிறோமா? அவ்வாறு ஒரு ஆசைக் கோடு ஏற்படுத்திக் கொண்டு அதைத் தகர்க்க முடியாத அளவுக்கு செயலை உறுதிப் படுத்திக்கொள்ளுவோம்.

நானும் ஏஜெண்டு தான்

நான் துணைத் தலைவராக இருந்தாலும், நானும் ஒரு ஏஜெண்டுதான். இதை நான் உங்களிடம் சொல்கிறேன் ஒரு ஏஜெண்டாக. நீங்கள் மற்றவர்களிடம் சொல்கிறீர்கள் ஏஜெண்டாக. நாட்டிற்கு நாம் சேர்த்துக் கொடுக்க வேண்டிய தொகை எவ்வளவு. அதனால் நாட்டிற்கு என்ன பலன் என்பதை நாம் சிந்தித்துப் பார்க்க வேண்டும். பணம் சேர்த்துக் கொடுப்பதோடு உங்களுடைய கடமை முடிந்துவிடவில்லை. உங்களுக்கு பெரிய பொறுப்பு இருக்கிறது. நீங்கள் பல நண்பர்களைச் சந்திக்கிறீர்கள். ஏழைகளை சந்திக்கலாம், நடுத்தர வகுப்பினரைச் சந்திக்கலாம், உழைப்பாளர்களையும், தொழிலாளர்களையும், வேலை இல்லாதவர்களையும் சந்திக்கலாம். அவர்கள் எண்ணெங்களெல்லாம் உங்களுக்குத் தெரியும், தேவைகளெல்லாம் உங்களுக்கு தெரியும். ஐந்து ரூபாயைப் போடும் போது எந்த ஆசையை மனதில் வைத்துப் பணம் போடுகிறார்கள் என்பது உங்களுக்குத் தெரியும். தாய் தந்தையர் தன் மகன் எந்த உத்தியோகத்திற்குப் படிக்கவேண்டும், எப்படிப் படிக்கவேண்டும், எந்த பதவிக்காகப் படிக்கவேண்டும் என்று மனதில் ஆசை வைத்திருக்கிறார்கள் என்பது உங்களுக்குத் தெரியும். அவர்களுடைய நினைவுகளையும், ஆசைகளையும் நீங்கள் எங்களுக்குத் தெரிவிக்க வேண்டும். சிறு சேமிப்பிற்கும், இதற்கும் என்ன சம்பந்தம் என்று கேட்காதீர்கள். இது நாட்டிற்கும் நமக்கும் தேவையான ஒன்று. வெறும் ஏஜெண்டுகளாக இருப்பதோடு உங்கள் பணி தீரவில்லை. நாட்டிற்கு இது தேவை என்று மக்களின் மனதை பிரதிபலிப்பீர்களானால் அதை நாங்கள் அரசிற்குத் தெரிவிப்போம்.

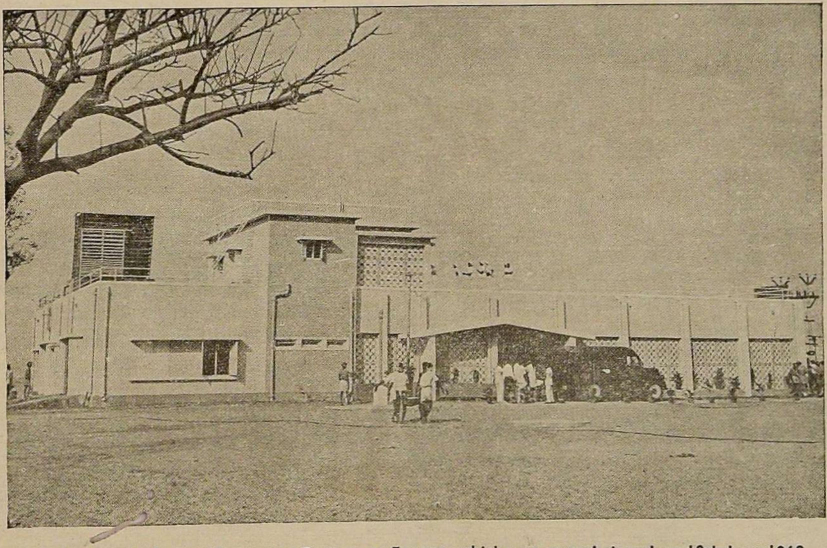
வேலையில்லாத் திண்டாட்டத்திலிருப்பவர்களுக்கு, வேலைத் தேடி திரிபவர்களுக்கு பலன் அளிக்கும் வகையில் திட்டம் தீட்ட நீங்கள் பயன்பட வேண்டும். ஆகவே, நாம் தரகர்கள் அல்ல. நாட்டிற்குச் சொந்தமானவர்கள். மக்களுடைய எண்ணத்தைச் சொல்லும் அதிகாரம் உங்களுக்கு உண்டு. எனவே நம் பொறுப்பு அதிகமானது. அரசுக்கும் நன்மை செய்ய வேண்டும். அரசின் மூலமாக நா[illegible]ற்கும் நன்மை செய்ய வேண்டும்.

நமது தேவை மிக அதிகம். திட்டமும் எண்ணமும் இப்போதைய சர்க்காருக்கு அதிகமாக இருக்கிறது. பத்து ஆண்டுகளுக்கு செய்ய வேண்டியதை ஒரு ஆண்டுக்குள் செய்ய வேண்டுமென்கிற ஆசையும், ஆர்வமும் தமிழக அரசுக்கு இருக்கிறது. அதற்கு நாம் ஒத்துழைக்க வேண்டும். அந்த ஒத்துழைப்பு வெறும் பணத்தைச் சேர்த்துத் தருவதில் மட்டுமல்ல. மக்களின் எண்ணத்தையும் பெற்றுத் தாருங்கள். அந்தக் கருத்துக்களை எனக்கு எழுதி அனுப்புங்கள்.

நாம் சிறு சேமிப்புக்கு மக்களிடமிருந்து பணம் வாங்கும் போது, உங்கள் நல்வாழ்விற்காக பணம் போடுங்கள் என்று கேட்கிறோம். அதற்காக அந்தப் பணம் பயன்பட வேண்டும். அதற்காக நீங்கள் பாடுபடவேண்டும்.

EXPORT OF PROCESSED PRAWNS

Fisheries enterprise have been evincing great interest in the export of frozen prawns from Iudia to the United States and other overseas markets, especially, from the freezing factories in Kerala the value of this export has risen to 13 crores of rupees in recent years. Nine per cent of the Madras Marine Landings is accounted for by prawns. There has been an increase in the landing of prawns due to the introduction of trawling by the 500 mechanised boats now being operated off Madras. About 10 to 15 tons of prawns are daily collected from the various coastal centres which was all along being sent to Cochin for being processed and exported. The Madras Government has establised its first freezing plant capable of handling three tons of prawns a day and this is being worked by the Indo Marine Agencies (Tamil Nad) Limited. In the course of ten days they have already frozen 10,000 pounding of prawns. The first shipment of the frozen prawns was exported to the United States on 6th July 1968 by *S.S.* BENGAL MAIL. It is no longer necessary for the landings from Madras to be sent to west coast with its attendant risk of spoilage and expenditure on transport since more freezing plants to be established in a phased way as in Ennore, at Tuticorin and Mandapam besides encouragement being given to private enterprise for starting their own freezing plants. From now onwards it can safely be expected of international liners with frozen storage facility to call at Madras Port as is being done today. The Indo Marine Agencies themselves propose to handle more than 150 tons of processed prawns a year and earn foreign exchange to the tune of one crore of rupees through Madras Port.



A view of the Prawns Processing Factory at Ennore, which was commissioned on 10th June 1968.

Historical Background

From the earliest times of which there is any record up to the middle of the eighth century, Chingleput formed part of the ancient kingdom of Pallavas, whose capital was Kanchi. About 760 A.D. the Pallavas became extinct as a ruling power, and Chingleput then passed under the Western Gangas of Mysore. Shortly afterwards it became part of the country of Cholas, whose greatest ruler, Rajaraja Deva, was then at the height of his power. On the decline of the Cholas the district passed under the Kakatiyas of Warangal. By about 1393 it was absorbed into the Kingdom of Vijayanagar.

On the overthrow of the Vijayanagar dynasty it came into the hands of Muslim Rulers of Golgonda. On the fall of Golgonda in 1687, it passed with the rest of Carnatic under the rule of the Mughal emperors at Delhi.

During the Carnatic Wars of the eighteenth century this district was the object of repeated attacks. In 1763 these became part of Madras City. For the next 15 years it was leased annually to the Nawab of Carnatic. In 1801 it became part of British Dominions in India.

It may be interesting to recall a few details of the history of the Chingleput Collector's Office which has been functioning from 1860 in Homes Gardens in Saidapet. The Collector of Chingleput during 1860 was a British Civilian, Mr. R.S. Ellis. Prior to 1860 it is not clear where from the collectorate functioned as the records have different designations for the Collector of Kanchipuram such as Collector of Northern Division. Government records show that the District Treasury (Huzur Treasury) was transferred from Kanchipuram to Guindy in 1857. There is also a story that earlier the Chingleput Collector had his headquarters at Madurantakam. But this has no recorded proof.

When the Pataskar Award was announced in 1960 the Taluks Tiruvelangadu, Thiruttani, Pallipet and R.K. Pet were added to the Chingleput Districts from Andhra Pradesh.

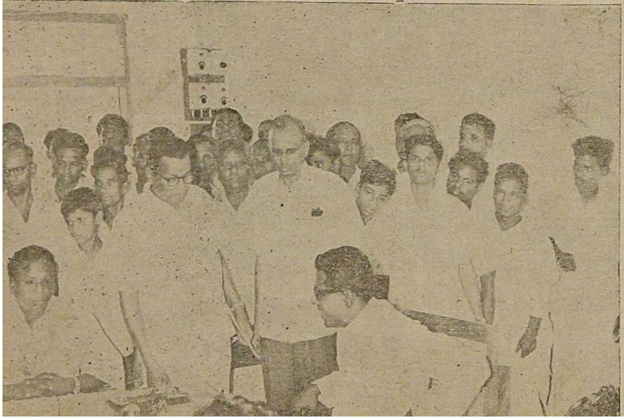
Know Your District:

CHINGLEPUT

(*From our Special Correspondent*)

With the shifting of the headquarters of the Chingleput district from Saidapet to Kanchipuram on July 1, 1968 a new chapter opens in the history of the district. The functioning of the district's administrative machine from a central place close to the people is bound to be more effective than as present.

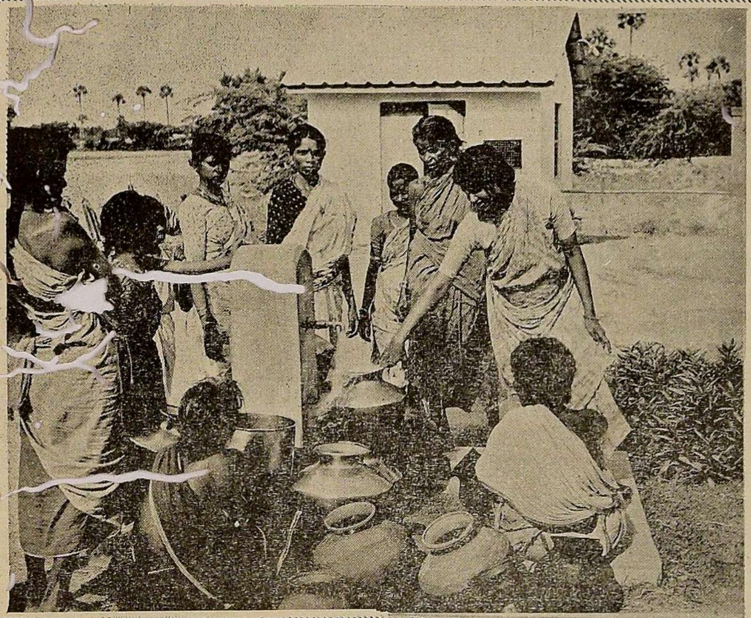
The Collector of Chingleput snapped at his office at Kanchipuram after the shifting of headquarters of Chingleput district from Saidapet.



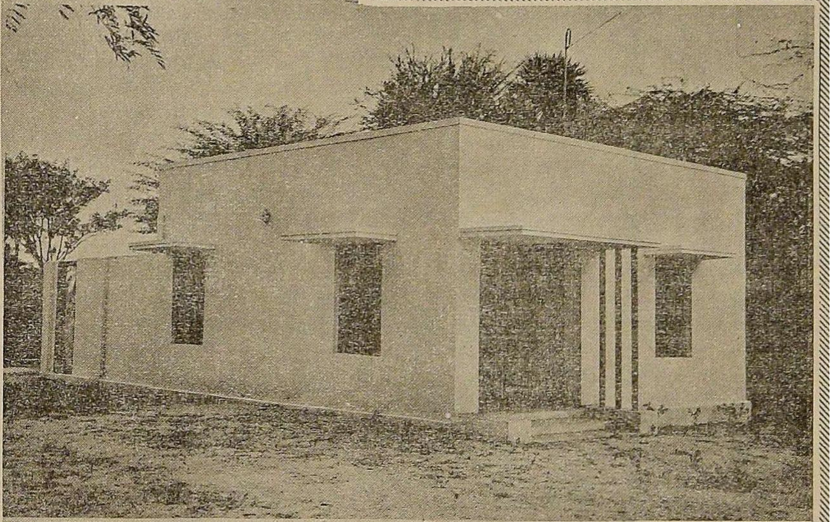
The Temple town of Kanchipuram with its picturesque *Gopurams* holds a pride of place in the tourist map of India. One of the seven sacred cities this famous town was the seat of the Government for a long time of Pallava rulers. In addition to its cultural importance, Kanchi is the biggest town in the district with nearly one lakh population.

To mark the transfer of the district headquarters, an exhibition was arranged which was not only educative and instructive to the villagers but also guided them as to how to get the help from the Government in promoting the Agriculture and Industry. Mention may be made about a successful exhibition which was held in Madurantakam a few months before which also proved very helpful and beneficial to the people of the district.

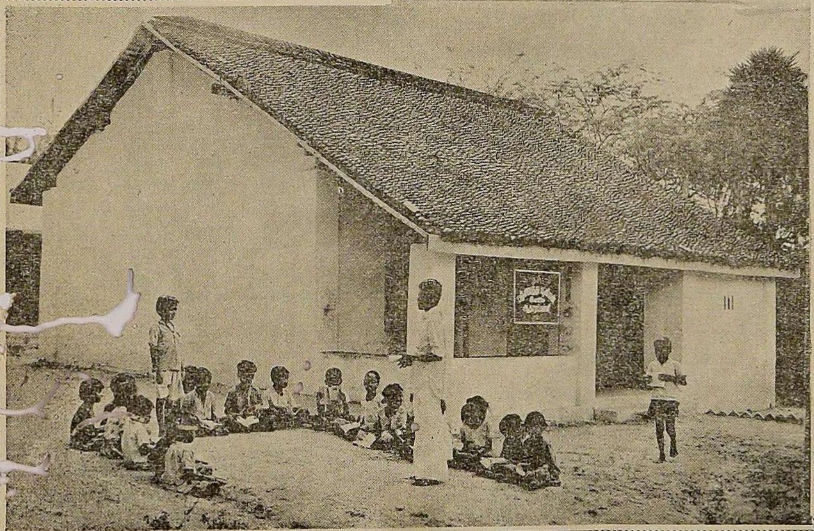
In order to make the people understand the development plans, a six day function beginning with July 6 and closing on the 11th was organised. These meetings were addressed by the Ministers and were followed by Cultural Programmes, film shows, etc. Land pattas to landless Harijans were distributed each getting 5 cents of land in their respective villages.



1. Chingleput district paid its best attention in supplying protected water for its people. The wells were fixed with automatic pumps which enabled the people to draw water from the tap. As a result even in last summer the people had copious supply of drinking water.

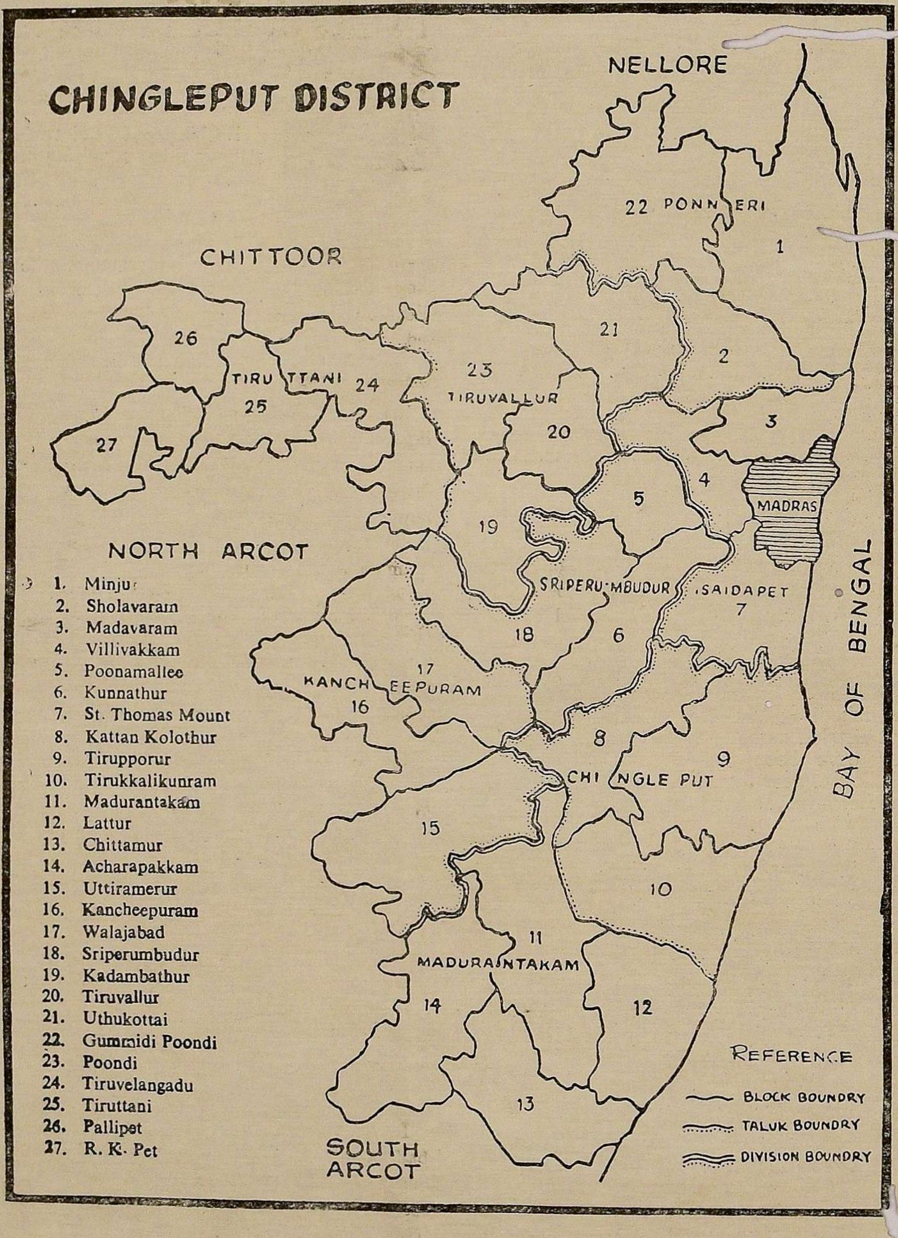


2. The school mistresses in Chingleput district were a lucky lot. They have been provided residential houses near the school. This is another achievement in the district.



3. Every village has its own school run by Panchayat administration. At a school in Chingleput district a class is going on.

செங்கற்பட்டு மாவட்ட வரைப்படம்



The young, energetic and enthusiastic Collector, Thiru Lakshmikanthan Bharathi proves to be an effective administrator. While talking to him I found that he is full of ideas as to how to help the people in all possible ways. He has a plan in his mind which he intends to implement to improve the tone of the administration and create confidence in the people in the working of the Government. The proposal is this: He intends to reply in a card to every enquiry or application at once indicating the date on or before of which a reply will be sent. If the applicant has not received any reply within that stipulated period he is entitled to come and call on the Collector with that card. He said that this scheme is to be implemented at the firka level.

The public is entitled to a reply for their application, no matter the relpy is either in affirmative or negative. This scheme is bound to create confidence among the people and also improve the administrativee fficiency.

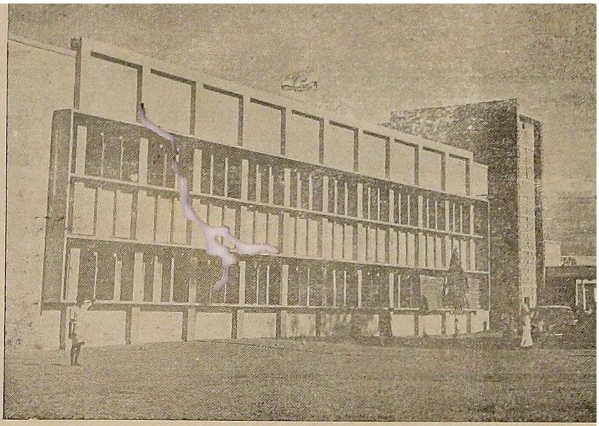
In the development schemes also the district has made a distinct march and especially during the last 15 months many useful schemes benefitting the Common man had been implemented with foresight. Special mention may be made of the supply of protected water-supply scheme by pumping water from wells through pipes. No less than 60 villages in this year had the benefit of this scheme. Even during the hottest period of last summer the drinking water problem was not felt because the people had the water by merely turning the tap.

Agricultural front

In Agriculture also this district mainly depending on well irrigation has marched forward. 60·5 per cent of the district population is employed in Agriculture. With nearly eight lakh acres under paddy, this district is the second largest paddy growing district in Tamil Nad.

The main sources of irrigation are the numerous tanks (about 3,250) some of which are very large like the Chembarambakkam, Uthiramerur, Madurantakam and Damal reservoirs, commanding extensive ayacuts. Efforts are being made to desilt these tanks and efforts to sink bore-wells have met with considerable success and so far 3,700 of them have been sunk. There is keen demand for more bore-wells and Ground Water Cell could well give priority to these regions of dire need in unearthing sub-soil sources for irrigation.

The prospect of more restricted supply of fertilisers, particularly of nitrogenous types, calls for the most economic and efficacious use of the available quantity, with the farmers supplementing as much nitrogen as possible from organic sources. As the quantity of cattle manure or other organic plant food with the farmer is limited, the only source of organic nitrogen that can be



Present premises of the Chingleput Collectorate.

locally produced in bulk is green manure. The panchayats could come to the aid of the farmers by planting trees and shrubs rich in green leaf along tanks bunds and banks of ponds, channels, and rivers.

Improved variety

This district has not lagged behind others in employing improved strains of paddy. Multiplication and distribution of improved seeds to farmers is organised by the development and extension wings of the Agricultural Department. It is with a view to promoting greater participation of the farmers in this programme that the Gram Sahayak Scheme was introduced. High Yielding varieties like ADT 27, IR 8 seeds have been planted in 60,225 acres and the results are very encouraging.

Special attention is being given for the production of fruits and vegetables. These vegetable gardens and orchards prove to be a source of income for panchayats.

The district is doing its atmost efforts to implement the village development schemes. The figures speaks for themselves—

Water tanks for the use of Harijans ..	32
Over-head tank for water-supply ..	40
Schools built	76
Agricultural Godown	17
Veterinary Hospitals	9
Panchayat Office Buildings	12
Mother-*cum*-Children Welfare Homes.	5
Houses for women teachers ..	5
Women Welfare Home ..	1
Works done by the Prosperity Brigade.	35

In Sholavaram area alone, the Prosperity Brigade had carried out 22 schemes. In Padappai, the Brigade has constructed a building for the School in a very short time. In Acharapakkam, a terraced building for the school has been built.

For education alone, the district has spent Rupees one crore and 78 lakhs during the last year.

In all about 1,700 Mathar Sangams are functioning in the district. Occupational instructions like using

CHINGLEPUT DISTRICT AT A GLANCE.

Area—7,581 square kilo metres.
Population—21,96,437.
Taluks—8.
Municipalities—6.
Panchayat Unions—27.
Blocks—28.
Village Panchayats—1,202.
Town Panchayats—27.
Cities—3.
Villages—2,260.
Hamlets—1,170.
District Roads—516 miles.
Panchayat Union Roads—786 miles.
Panchayat Roads—1,414 miles.
P.W.D. lakes—828.
Minor Irrigation tanks—2,590.
Irrigation wells—87,274.
Electric pumpsets—11,103.
Oil pumpsets—8,504.
Land area (arable)—12,63,722 acres.
Land area (cultivated)—8,73,829 acres.
Average rain-fall of the District—46·50 inches.
Total land area—20,43,890 acres.
Forests—82,839 acres.
Fallow land—1,26,319 acres.
Land other than agricultural purposes—3,81,537 acres.
Fallow land but fit for cultivation—1,65,054 acres.
Land for grazing—1,27,622 acres.
Fallow lands not cultivated—1,41,960 acres.
Other fallow lands—1,03,132.
Total area cultivated—8,73,839.

Elementary Schools—
Panchayat Union—1,472.
Aided—240.
Government— .
Harijan Welfare Department School—102.
Others—2.

Higher Elementary Schools—
Panchayat Union—318.
Aided—72.
Government—10.
Harijan Welfare Department School—25.
Others— .

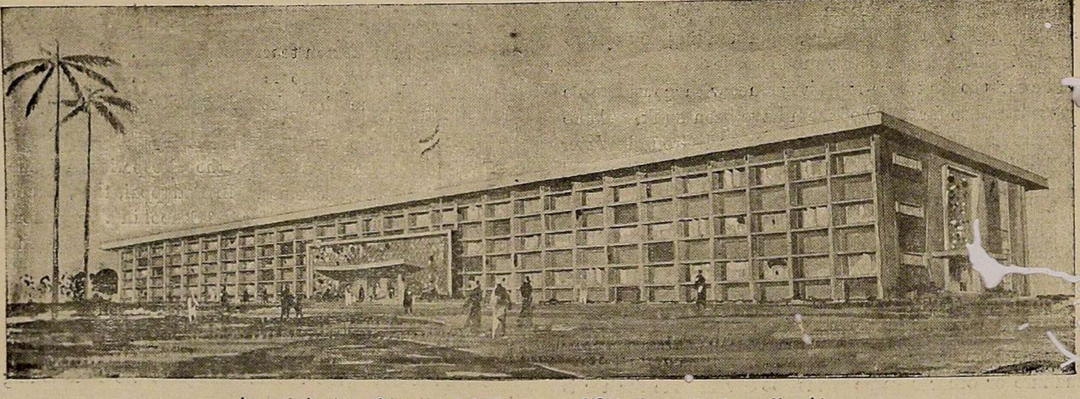
High Schools—
Aided—14.
Government—94.
Harijan Welfare Department School— .
Others—4.

the sewing machines, making embroided cloth, etc., are being taught. Women are also trained to lead a better and economic life.

With the present shifting of headquarters it is pointed out that no part of the district however would be more than 60 miles from Kanchipuram. A few areas of the District coming under Ponneri and Gummidipundi Taluks which are situated north of Madras lacked contiguity. But this, it was pointed out could not be helped for sometime. Everything possible was being done by the Government to minimise hardship to the Government Staff who are removed from Saidapet to Kanchipuram. The Government had already acquired 70 to 80 houses for the Government Staff and more will be taken over. It has also been decided to grant special advances to the staff to enable them to meet the expenditure incurred consequent on the change of headquarters.

The Collector's Office is temporarily housed in the Co-operative Training Institute's building and some of the other sections of the Collectorate are located in rented buildings. The new building for the Collectorate and other district offices will be constructed within about 18 months' time. The State Housing Board has been asked to take up for immediate construction of 240 low-income-group houses for Government Staff.

With the location of the District Headquarters Kanchipuram is bound to expand and Industry and Commerce will be getting fresh impetus. There is also a proposal to reconsider the old Vegavathi River Scheme, which was deferred some years ago. The Chief Minister also referred to this and mentioned that this scheme when revived would be an added attraction for Kanchipuram.



An artist's view of proposed Collectorate of Chingleput district at Kanchi.

Statement showing the number of works taken up and completed under various schemes for 1967–68 in Chingleput district.

Name of schemes. (1)	Total number of works (2)	Number of works completed. (3)	Balance. (4)
1 Simple Well Work	496	347	149
2 Piped Water Supply	94	29	65
3 School Buildings	244	91	153
4 Link Roads	516	322	194
5 Local Roads	271	192	79
6 Local Irrigation	620	417	203
7 Ex-Zamin Sources	194	156	38
8 Rural Man Power	61	31	30
9 Women Teachers Quarters	9	5	4
	2,505	1,590	915

Statement showing the allotment and expenditure under the various Community Development Schemes for the year 1967–68 in Chingleput district.

Name of the schemes. (1)	Original allotment. (2)	Additional allotment. (3)	Total allotment 1967–68. (4)	Total expenditure for 1967–68. (5)
	RS.	RS.	RS.	RS.
Agriculture	5,84,990	1,01,610	6,86,600	6,86,600
Animal Husbandry	1,70,100	87,000	2,57,100	2,57,100
Fisheries	43,200	30,400	73,600	73,600
Simple Well Works	4,34,700	40,910	4,75,610	4,75,610
Piped Water Supply	3,61,800	40,000	4,01,800	4,01,800
Piped Water Supply—Harijan Welfare	4,40,000	26,800	4,66,800	4,66,800
Link Roads	7,85,700	1,74,360	9,60,060	9,60,060
Local Roads Grant	7,77,773	..	7,77,773	7,77,773
Rural Man Power Programme	25,000	1,75,000	2,00,000	2,00,000
School Building	3,07,810	2,07,240	5,15,050	5,15,050
Women Teachers Quarters	40,600	7,300	47,900	47,900
Irrigation	10,77,890	..	10,77,890	10,77,890
Loans	61,52,350	7,00,000	68,52,350	68,52,350
Prosperity Brigade	73,000	40,800	1,13,800	1,13,800
Social Education	48,610	2,550	51,160	51,160
Women and Child Welfare	1,32,300	..	1,32,300	1,32,300
	1,14,55,823	16,33,970	1,30,89,793	1,30,89,793
Expenditure during 1966-67	..	..	..	1,18,37,561
Difference	..	..	..	12,52,232

Kanchipuram Silks— The Pride of Tamil Nad

Kanchipuram Silk has been and still is one of the prides of Tamilnad. Noted for its lively design, excellent texture and durability it has earned for itself a unique position in the field of Silk Fabrics.

Silk sarees produced at Kanchi not only find a market throughout the country but are also in demand in overseas markets like Ceylon, Burma, Malaysia, France, Italy and United States. Kanchi is famous for its "Tissue" sarees (silk and lace interwoven) which are produced in different sizes ranging from 24 inches to 52 inches in width and from 18 feet to 30 feet in length. They have attractive borders and varigated designs and colours.

Silk saree weaving is a cottage industry. A noted feature of this industry is that the whole family including children engaged in production right from winding of the yarn on the bobbins to working the shuttle during the weaving. The people engaged in it have had to go through all the visititudes which the handloom industry in general had to face in recent times. There are about 5,000 looms twice the numbers of weavers.

Special feature

It is the practice in Kanchipuram to buy plain silk yarn from places like Bangalore, Kollegal and other places. Hosur in Dharmapuri district produces the raw material yarn from the cocoons but since it is of yellow variety, Kanchi usually do not purchase yarn of this quality. The yarn after being washed is dyed in fast colours. Every producer has a dying unit as an adjunct. The colour material used has a direct bearing on the price of silk sarees.

Another feature of Kanchi silk is that the yarn is twisted twice. Kanchi can be proud of having a twisting factory (not found anywhere else in South India). This factory is owned by Kanchipuram Kamakshi Amman Silk Handloom Weavers' Co-operative Production and Sale Society. It was established at a cost of Rupees one lakh. The State Government have sanctioned a subsidy of Rs. 40,500 and a loan of Rs. 13,500 payable in ten years. Another loan of Rs. 25,000 repayable in ten years has also been sanctioned by State Government for the construction of the building.

Of the 7,000 handlooms engaged in silk weaving in and around the historic city of Kanchi about 15 per cent are covered by the Co-operative Societies. Silk dealers in private sector—barring a handful of them who own more than hundred looms—get a substantial part of their goods woven from the master weavers who act as intermediary between the weavers and dealers.

Out of the five co-operative societies devoted to production and sale of silk, the Kamakshi Amman Society was the first to be started under the Cess Fund Scheme. On the technical side a change from what is known as "Kamakshipuram Bobby" to "Jacquard" has been introduced by this society which it is said would increase the earning of the weavers. A person earning Rs. 800 to Rs. 1,000 per mensem is claimed will now earn Rs. 1,500.

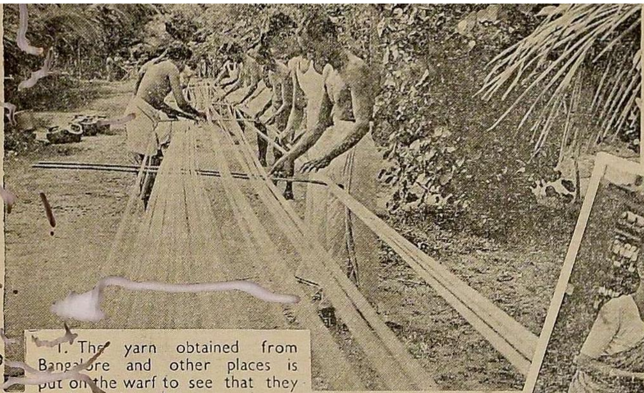
Thrift fund

The Co-operative societies are able to provide work to the weavers continuously. The members have the benefit of working for reasonable wages. The thrift fund contributed by the weavers from their wages inculcate the habit of saving in them.

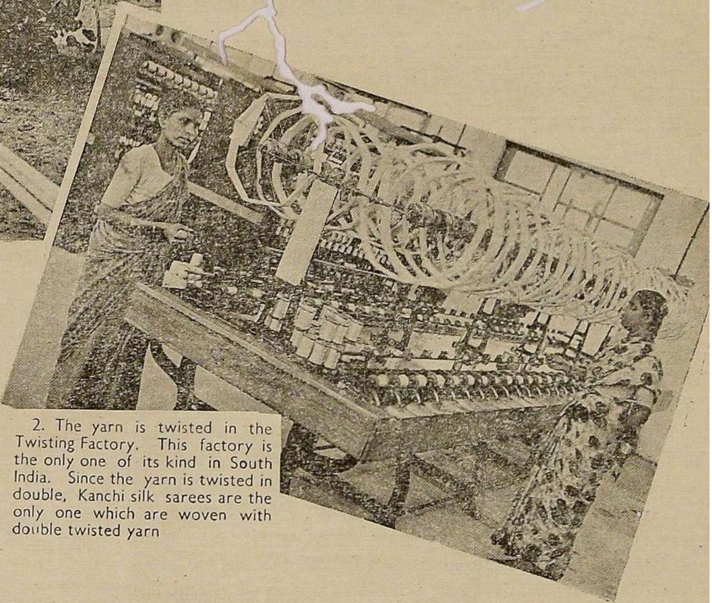
The Government of Madras have sanctioned a scheme —Contributory Thrift Fund Scheme for the benefit of weaver members in the weavers' societies in this State. The Director of Handlooms, Madras, has selected the Kamakshi Amman Society as one of the Weavers' Societies to implement the scheme. The Contributory Thrift Fund consists of subscription by members, contribution by the society and contribution by the Government.

With a view to helping the individual workers outside the co-operative fold a marketing co-operative society has been started. This society takes finished goods from the weavers and gives them a substantial part of the goods' value immediately after the sale,

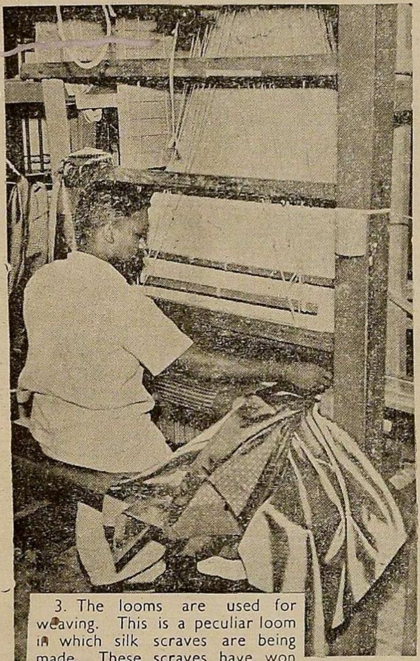
KANCHI SILK IN PICTURES



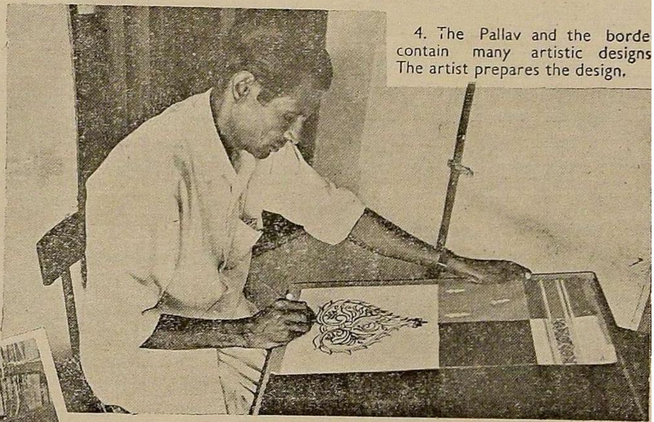
1. The yarn obtained from Bangalore and other places is put on the warf to see that they are in good condition.



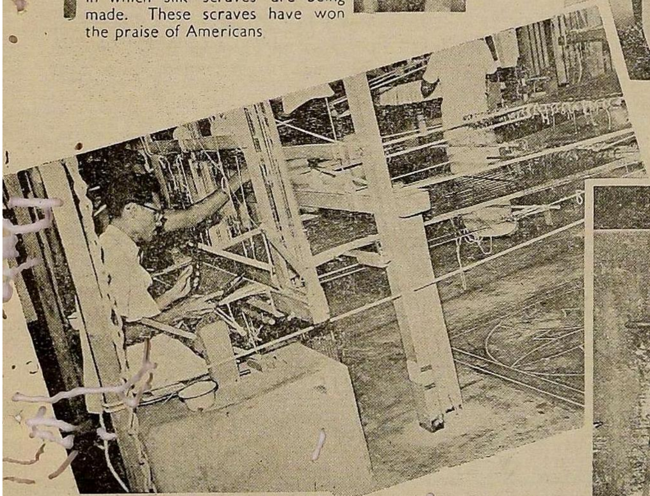
2. The yarn is twisted in the Twisting Factory. This factory is the only one of its kind in South India. Since the yarn is twisted in double, Kanchi silk sarees are the only one which are woven with double twisted yarn



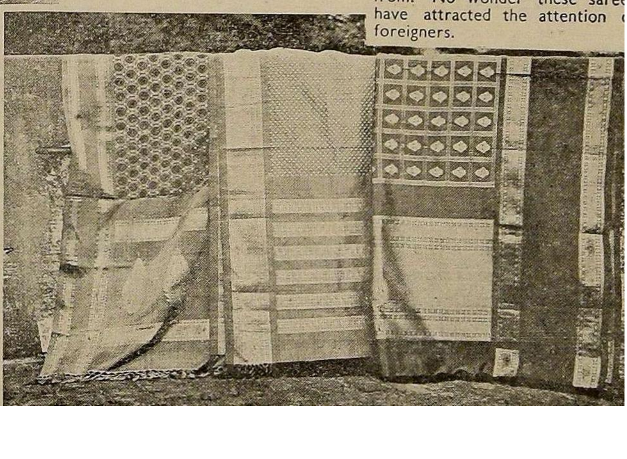
3. The looms are used for weaving. This is a peculiar loom in which silk scraves are being made. These scraves have won the praise of Americans



4. The Pallav and the borde contain many artistic designs The artist prepares the design.



5. This loom is mainly intended for weaving the borders. Three shutters are being used in the process.



6. The finished product—mar varieties are there to choos from. No wonder these saree have attracted the attention o foreigners.

pays them the rest of the amount deducting of course a small amount by way of commission. It is said that the weavers are not taking full advantage of this society.

Designing Centre

Since 1958, the Government have been running a Designing Centre to help the weavers to introduce fashionable designs. This forms part of the Weavers' Service Centres of the All India Handloom Board. The design work of this centre has been impressive. A large number of designs have gone into production for the export market and there has been general acceptance of these designs on the part of the buyer abroad. In the internal market there is a very large demand from private manufacturers for designs from these centres. The most impressive design acceptance has been in Varanasi, Kanchpiuram. and Chanderi. Here the nature of the design work and the extra-ordinary skill of the weaver lends itself to design direction. A new colour palette of both brilliant and muted tones has been introduced at Kanchipuram. In designing the fabric awareness has been shown to the great streams that have formed the source roots of design consciousness, the classical, the rural and the tribal.

The weavers' centre has a separate weaving section which consists of looms and weavers drawn from the main weaving centres in the country. While selecting the weavers care has been taken to ensure a fair representation of traditional skills and techniques.

Speciality of design

The speciality of the Kanchipuram loom is in the *adai* or *naksha* for the evolution of the designs for which Kanchipuram sarees are famous. In case of *adai* and graph paper design has to be prepared showing the interlacements of threads. This design is transferred to the harness of the *adai* with the help of a trained assistant. In a Banaras loom *naksha* is prepared straight without this intermediate stage of a graph paper design.

In *adai*, the strings are horizontally arranged. Whenever new set of designs is woven, the horizontal strings are united, the old loops removed and the new loops tied on to it. In the Banaras loom the horizontal threads or the *pagias* remain untouched and the *naksha* takes less time than the preparation of an *adai*.

'Jacquard' is not generally used in Kanchipuram loom. In some cases, frames are used for the sley and there is a frame attached for both *dobby* and *jala*. anchipuram *jala* is unique in the methods of selection and lifting of the warp ends for the designs. It is different from that used in the Banaras loom. The Kanchipuram sarees, generally made of pure silk, are woven with three shuttles to give solid border effect.

As against the imported Japanese silk which is mostly used for producing Banaras sarees, cultivated indigenous silk is used in the manufacture of Kanchipuram sarees. Kanchi sarees differ from Bang[illegible] sarees in one respect, viz., that in the case of former the number of threads used both in warp and weft are double. Thus, as compared to Bangalore sarees the Kanchipuram sarees are more closely woven and hence very ferment in texture. The colour of the border and 'pallav' of the sarees is usually in contrast with the colour of the body. This contrast colour effect is produced by adopting two different techniques, viz., (i) by three shuttle weaving, by employing one shuttle for the body of the fabric and two shuttles for the two side borders and (ii) by attaching contrasting colour threads to the pallav portions. Both these techniques are laborious and time consuming but the weavers are so used to these work that they do it with ease and dexterity.

It is no wonder that the foreigners had a liking for Kanchi silks. It may be mentioned that a very costly Kanchipuram saree with richly decorated pallav was presented to the queen of England as her wedding present. Thiru C. N. Annadurai, Chief Minister when he visited the United States recently had taken with him a variety of silk scarves to be presented to the President Lyndon Johnson and to Lady Johnson. Dozen Kanchipuram sarees were presented to Thirumamathi Indira Gandhi, when she was elected as Prime Minister of India. The Air India and Indian Airlines have selected Kanchipuram silk sarees as uniform for their Air hostesses.

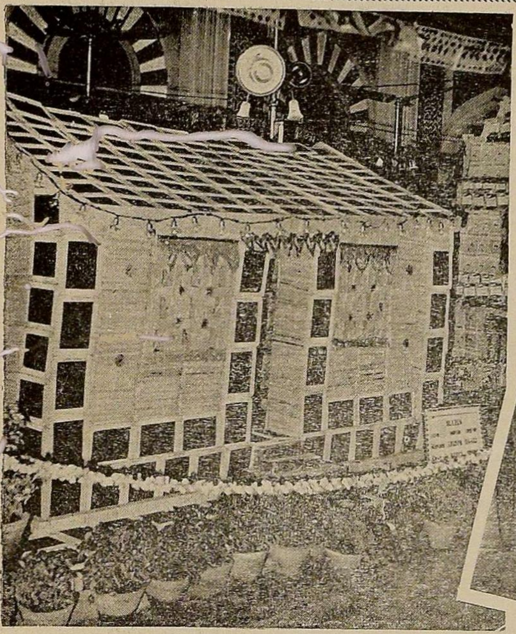
Kanchipuram is also famous for weaving cotton sarees but they are producing only 60 counts (coarse variety) which is generally used by poor people.

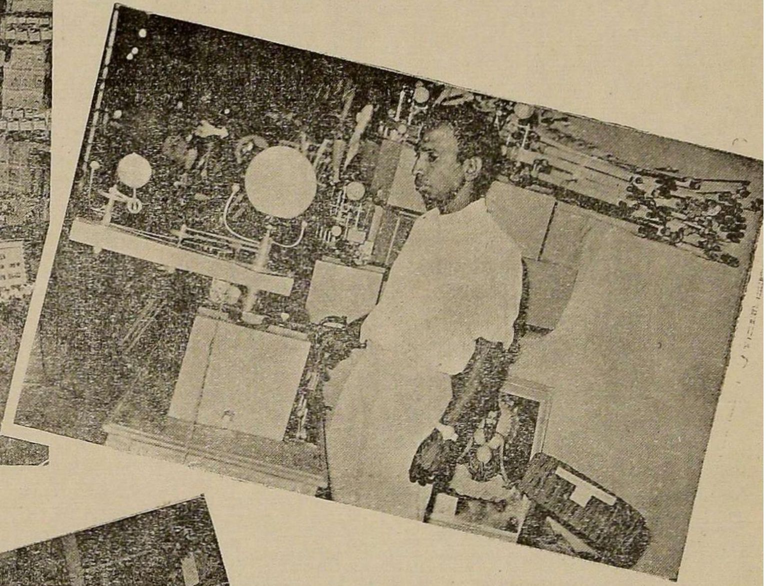
MECHANISED BOATS FOR FISHERMEN

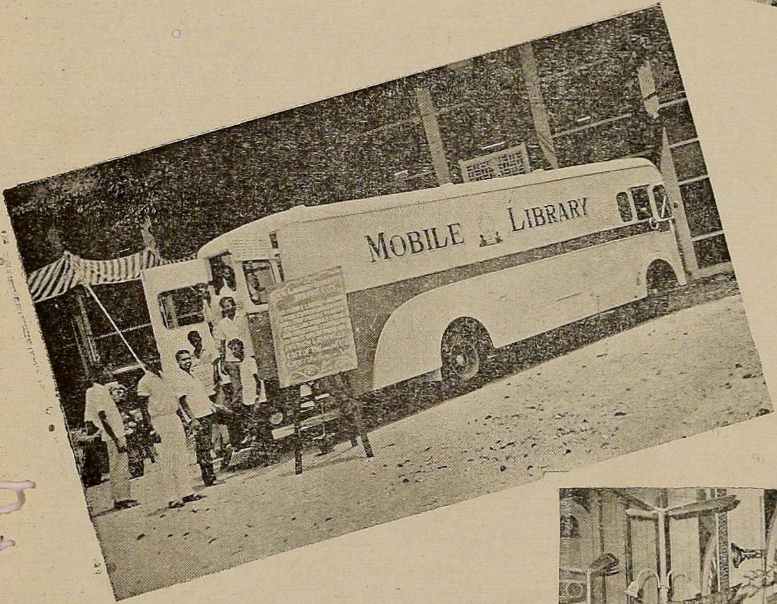
Agriculture Minister Thiru A. Govindaswamy said that the State Government was interested in supplying to fishermen, as many mechanised boats as possible. So far, he said, the fishermen have been given 550 mechanised boats.

This year, the Government had built 159 such boats and these are now ready for distribution. Fifty per cent of these would be given to trained men and the rest to other fishermen.

SCHOOL IMPROVEMENT CONFERENCE







During the last ten years about 347 School Improvement Conferences have been held in Madras State. Through these conferences Rs 83 lakhs worth of articles have been contributed by the public. Under the scheme Rs. 10 crores worth improvements have been effected in schools. In this page are seen some of the articles donated for school improvement exhibited at the School Improvement Conference held on 11th June 1968 at Madras.

THE PROSPERITY BRIGADE OF MADRAS

Standing on the road at the point where the new supply channel passed beneath it through a culvert, one could get a fine view of almost the whole of it. To the left, the ground rose in the distance to a low red hill. At its foot was the Ramathandalam tank. To the right beyond the fields was a tank which com mand an ayacut area of about 350 acres in the Othikkadu village of Chingleput district, Madras State.

The new supply channel serpentined from the rising ground and the upper tank, along the borders of the fields, to the irrigation tank, a distance of 1,700 feet.

Water-supply

Till now, the water in the lower tank had proved insufficient for the needs of the cultivators. July rains are a brief, transient wetness here of which the sun baked earth retains no enduring memory. The main supply comes from the December rains. Just now channel is dry and the lower tank is a mess of shallow puddles. But when December comes, the whole rising ground will be a catchment area for the new channel which will adequately augment the waters of the lower irrigation tank.

There must be thousands of such channels all over India. Why then should this one be particularly noticed. There is an excellent reason. While the proliferation of Senas is causing serious disquiet, this is one of the many instances of the productive work done by a new type of Sena.

The Tamil word " Seerani " can be translated as Prosperity Sena or Brigade. The Chief Minister of Madras announced its creation and objectives in the State Legislature on June 17, 1967. He said :" The programmes which Government draw up and the efficiency and keenness which the administrative machinery evince in implementing them will not by themselves be adequate, to create a new social awakening in the country. We should kindle a fervour which will rouse society as a whole and evoke from every one his contribution towards the shaping of a new social order. The onward march of our society will be assured if a few thousands of our people, having done their best for themselves and their families, set apart at least one hour's labour for the common good of the country." In the hope that there are several thousands of people who share this view, the Government have, as a first step, decided to form ' Prosperity Brigades ' with a strength of one thousand each in every district. Members of this brigade will not receive any remuneration from Government, but supported with necessary tools and equipment, will devote their spare time to activities such as repair of tanks, improvement of roads and reclamation of waste lands and adult education. The technical staff of appropriate departments will guide and assist the work of the " Prosperity Brigade ".

In the case of the Othikkadu channel and two more similar projects in the same Block the entire work was done by voluntary labour and contributions. While the programme lays the main stress on agricultural production, it has realized the importance of general amenities in the rural environment. In Perathur village in the same block, 2,000 running feet of roads and side lanes with drainage channels have been laid in a Harijan colony. In the adjoining Sholavaram Block, the villagers have concentrated on a crash programme of providing new school buildings for their children. This correspondent counted 23 such new buildings in the block. They may not be ambitious structures. But they are reasonably roomy, solid constructions and in the windswept plain their whitewashed brightness makes them stand out. In this programme, the materials came from the State, labour was contributed by the people.

Fine instance

This region as a whole is a fine instance of the transformation that can be achieved by industry and progressive outlook on the part of farmers. The paucity of rain has been tided over by irrigation through pumpsets. With the march of rural electrification, there is not a single village in the region without electricity. The Tirukuppam Rice Research Station, nearby, has selected and released several paddy strains suitable for the [illegible]. A Government seed farm attends to the multiplication of improved seeds. The crop pattern is changing with the introduction of maize, bajra and sugarcane.

The region, like other parts of the State, is also implementing the One Year Plan, a new project launched this year for the maximum utilisation by the Panchayat bodies of their own funds in equipping the villagers with production facilities. Purchase of tractors, power tillers and sprayers for letting on hire to agriculturists and construction of community irrigation wells with pumpsets are the more important programmes.

Good account

State-wide reports show that the Prosperity Brigade has given a very good account of itself. For materials and equipment, the State made a provision of Rs. 10 lakhs during 1967–68, the first year of the Brigade. The entire provision has been utilised and the value of the work done was about Rs. 17·5 lakhs, with about 28,000 volunteers executing the programme. Directly contributing to agricultural production are projects like renovation of tanks, desilting and construction of irrigation channels, soil conservation and contour bunding, reclamation of waste lands, organisation of spraying squads and raising of nurseries.

"This is a venture", wrote Thiru Jayaprakash Narayan "which Gandhiji would have blessed with all his heart. In such voluntary people's activity lies the future of the country—both its peace and prosperity".

REVITALISING ANIMAL WELFARE BODIES

Revitalisation or starting of new S.P.C.A. or animal welfare organisations, including the appointment of a Field Officer to be trained in the United Kingdom to undertake this work, will receive the highest priority in the annual plan of the Animal Welfare Board for 1968-69.

The eighth general meeting of the Animal Welfare Board which met on July 15, 1968 *at Madras, drew up a list of prioroties of work for the year and considered a number of other items relating to the work of the organisation. The Board's Chairman, Thirumathi Rukmini Devi, presided.*

Next in priority recommended by the Board was a pilot scheme for control and elimination of stray dogs through animal birth control, based on the plan prepared by Thirumathi Karabi Sen for the Calcutta S.P.C.A.

The Sen Plan envisages putting an end to the current practice of destruction of stray dogs in Calcutta and setting up of a veterinary clinic capable of undertaking castration of a prescribed number of male animals every day with a view to controlling their population.

The Board considered Plan schemes for the year 1968–69 *including the above, totalling to a sum of a little over Rs.* 10 *lakhs.*

The meeting also considered a programme for Gndhiji's Centenary Celebrations during 1968–69 *in collaboration with the National Committee set up for the purpose. The proposal was to participate in exhibitions arranged in connection with the celebrations with a view to highlighting Gandhiji's ideals on animal welfare.*

It was also tentatively decided to hold a National Conference of Animal Welfare Workers in New Delhi sometime towards the end of February or early March next year.

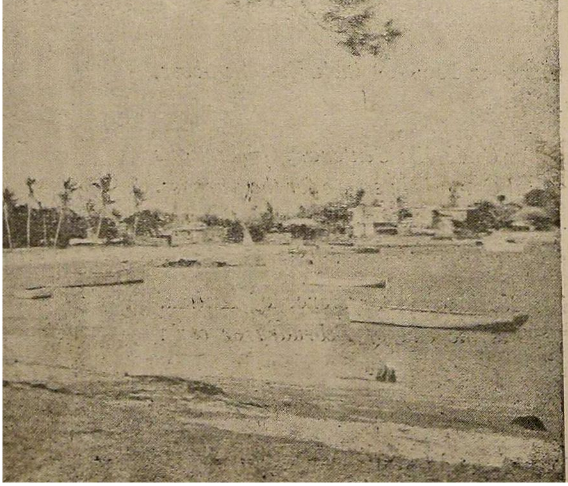
MAURITIUS:

Impressions of Harijan Welfare Minister

Mauritius is a very fine island. A majority of the Tamilians living there have forgotten the Tamil tradition. It should be revived. Our relations with the Mauritius island should be strengthened said the Minister for Harijan Welfare, at Press Conference after her return from Mauritius.

Of the total population of 7 lakhs and 18,000 in Mauritius about one lakh and 22,000 are Tamilians, 80,000 are Muslims and the rest Christians. Many Tamilians consider themselves as Christians since they have converted themselves into Christianity. They think that the Tamilians are different from Hindus. They consider Thirukkural as equal to Bible and Thiruvalluvar and Jesus Christ are the same. There are Hindu Temples as well as Churches. Tamilians celebrate the Thai-poosam festival impressively. It is the only festival celebrated in the Hindu temples. Though they have Tamil Associations in these temples they do not know Tamil. Old people has some Tamil knowledge. But they spoke only "Creole" a mixture of different languages. The people of the island speak English and French well. English is the official language and French is the national language. French words find frequent use in their daily life. Though the Tamilians of the island are not speaking Tamil they have Tamil names.

Grand Bay Beach, Mauritius



There are about 6,000 schools. Tamil is being taught up to 3rd class. Students who have studied Tamil up to 5th class are working as Tamil teachers. Large number of Tamil books have been sent to Mauritius from Tamilnad. But the pupils do not know names such as crow, camel and other household articles included in these books. Therefore their interest in Tamil should be kindled by teaching the things they knew well. Even those who have studied up to 5th class are unable to speak fluently in Tamil because they have no opportunity to talk.

Only North Indian music is prevalent in Mauritius. They are eager to learn Bharatha Natyam and Carnatic music. They evince keen interest in Tamilnad and its culture. Tamil culture should be propagated there. Ir we send teachers from here preferably couples it will help them to a great extent, the Minister said.

As we fondly call our Chief Minister "Anna" they call their Prime Minister "Chacha".

The island is divided into four districts. Commissioner is the head of the districts as we have Collectors here. They also had panchayats. There are four municipalities. Tamilians are Mayors in two of them.

It is said that the Government had arranged a grand celebration in view of the fact that there was no murder in the island during the last two years.

Their marriage custom consist of garlanding each other. Wearing Thali is also practised. Instead of saris ladies mostly wear frocks. They favour Family Planning. They wear jewels as South Indians do.

There are no factories. Most of the articles on sale are imported foreign articles.

Because of frequent storms houses are built of wood on tin. Government constructs houses for workers which the workers acquire for themselves after 15 or 20 years.

Sugarcane is the only major crop cultivated here. Of late, paddy, tea, tobacco are also being cultivated.

During my visit to Mauritius its climate was comparable to that of Ooty. People spend their holidays on the seashores. Swimming and angling are their hobby. Well to do people have their huts on the shores.

Maize is their staple food.

The Mauritius Radio Corporation does not broadcast Tamil programmes. We must take up the question of arranging Tamil broadcasts there with the G.O.I. They are eager to get Tamil records and tape records. We must arrange to send these things to them. There is no Tamil newspaper. Their currency is also called rupee. Tamil words are included in currency.

The number of students coming from Mauritius under scholarship scheme for higher studies in India should be increased. She said she will discuss this matter at cabinet meeting.

Certain animals like crow, bear, lion, snake, etc. which are familiar to us are not found in Mauritius.

To sum up

(1) We must take steps for broadcast of Tamil programmes over the Mauritius Radio.

(2) We must send to them Tamil records and tape records.

(3) We must arrange for more scholarships for the students coming to Tamilnad from Mauritius for education.

(4) Teachers in Carnatic music, Bharatha Natyam and Drama preferably couples have to be sent to Mauritius to propogate these fine arts.

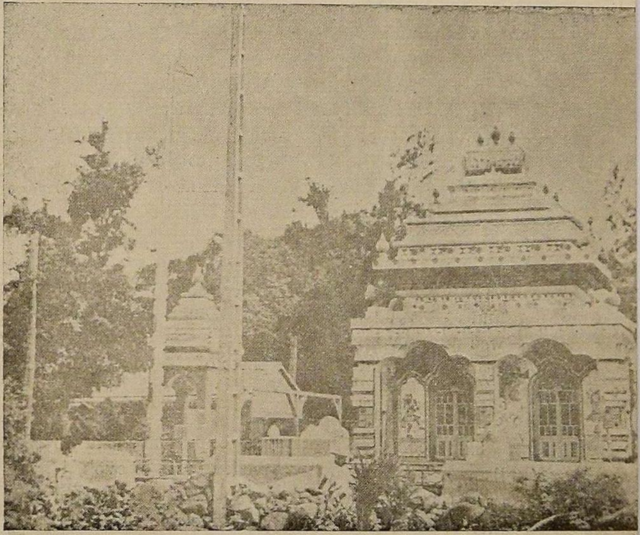
(5) Tamil teachers must be sent to help them learn Tamil langugage.

(6) They must be provided facilities to read Tamil

(7) Since they are not importing Tamil films because they are costly we must consider the possiblity of sending them news reels and the like.

Kavadi festival at Mauritius.

This Island of Mauritius attained freedom only recently —during March 1968



Saint Andre Indian Temple at Reunion Island, Mauritius.

NATIONAL

Integration

PRIME MINISTER'S CALL

The Prime Minister made this call for National Integration at the Conference held at Srinagar, Kashmir on June 19, 1968.

When the first National Integration Council was called in 1962, certain decisions were taken. It is unfortunate that we were lulled into a sense of complacency by the tremendous national solidarity evinced at the time of the Chinese invasion of our frontier and at that time the Council was wound up. This revived Council, I hope, will function and become a durable institution. It would be a pity for us to duplicate the work that was done by the previous Council. I personally feel that our time would be more usefully spent if we carried on at this conference from where we had left off at the last even though considerable time has passed in between. The Home Minister, I believe, will give some indication of the work done.

All of you must have noticed that there have been some reservations shown by some people regarding the conference and scepticism regarding the revival of this Council. But a wide section of people have welcomed this move, specially those who think deeply and feel deeply about the future development of our country. I would like to assure you all that in calling this meeting we are not actuated by any partisan purpose. We hope that throughout our debate and discussions we shall maintain a high standard and not allow ourselves to be side tracked by apportioning blame or scoring any kind of a debating point.

The great menace which our country faces today is that of communalism. After 20 years of Independence and at a time when we had thought that this problem was more or less solved, once again communal clashes are occurring in different parts of the country.

Great menace

The second menace is that of provincialism or regionalism or parochialism. I believe this is evoked by the same sentiments which are behind communalism. In fact, it is an extension of the same sort of feeling.

Another serious danger to national integration and perhaps one of the causes of other menaces which I mentioned is the persistence of inequalities, in law and theory. The ancient discriminations have been abolished but opportunities have not been growing as fast as the aspirations of Backward Classes and Tribes and minorities and other such groups.

Another factor which can unite us or create barriers is that of language.

The purpose of this Council, as I see it, is to focus attention on national integration, to create a forum which would guide and keep in touch with the action taken for integration in different parts of the country, to unite various groups to apply their minds to the question, of course political parties are included in this, but it is just as important to involve voluntary organisations, people like industrial labour, students and intellectuals and other such categories—and lastly to implement with a feeling of urgency the suggestions or decisions taken in this forum.

The need for national integration therefore does not arise merely from a moral purpose ; certainly the moral purpose is there, but in the world as it exists today, as it is evolving today, national integration is the very condition of our national survival. It is a practical necessity if we are to go forward with our development plans and to progress in unity and strength. It is only in the measure that we recognise this fact that we can evoke a mood in the entire country to address ourselves to an effective solution of the problem. At times these problems seem insuperable but the entire story of modern India is one of overcoming of seemingly insurmountable obstacles. No thinking person should wish to weaken the unity of the country. I am convinced that the forces of integration are strong but they do

need to be united and to be given some guidance. I think this Council will provide the means for doing so. We must find a way of harnessing the basic decency, the basic commonsense of the average citizen in order to overcome these forces which threaten his future and the future of his children.

The effort needs to be made not merely at the Governmental level, although the Government's responsibility is a heavy one, but at a wider level involving not merely political parties and the administrators but also students, writers, artists, educationists, different types of cultural and other organisations and all those who work and can work in and through the media of mass communication. We are gathered here to give thought as to how we can achieve this. We have to create some machinery which is adequate for the purpose. We have to think in terms of a concrete national programme involving every significant section of our society in a purposeful action to combat in every town and indeed in every village and every street the dark forces which seek to disintegrate the very fabric of our social and political existence. I think this Council should be able to give a call to all those who have national integration at heart to come forward and to rally together. Only such a mass movement dedicated to this purpose of national integration and secularism sustained over a long period of time can help to find an adequate answer for the solution of this very grave problem.

By such means our people should be able to understand the virus of communalism and of regionalism which seem to corrode our national will and purpose. We must also study and expose to public gaze the poisoning of the young mind through misguided educational processes and ill-conceived text-books. We shall study in depth and purpose solutions to all the disruptive effects of economic imbalance and disparity. But I think that while these studies and deep analyses are necessary, they will take time and we should not get blocked.

Strong and self-confident

What we need is a many-pronged attack on the forces of disintegration. Merely to say that if we overcome economic disparities and attain a degree of affluence, we shall solve our problems is not enough. And since every problem ultimately has its origin in the mind of man, we have to ensure that our educational processes, the books we read, the radio we hear, the films we see, do not distort the Indian mind but guide so that it can contribute to integration and solidarity.

There will perhaps be differing analyses of the problem and the diagnosis of the disease because we are a mixed group, but I certainly hope that as a result of this Council's meeting there would emerge an agreed approach to what needs to be done to start the healing process so that our society and body politic become healthy, strong and self-confident.

As I said earlier, an important part of the responsibility rests with the Central Government but how can they discharge their duty without the co-operation of the Governments. We have to consider therefore what the States can do, how political parties can help, how the Press can help, what role the general public can play and how this particular organisation or the machinery which is set up works. Should we have committees at the Centre or at the State level ? What collective effort can be made for permanent vigilance ? I do not wish to lay down the law or to set any rule because the whole purpose of this meeting is to invite suggestions and concrete proposals. I certainly hope that when you are speaking, you will help us in this regard by not giving us so much general analysis as to take up specific points which can be discussed and on which action could be taken in a purposeful manner.

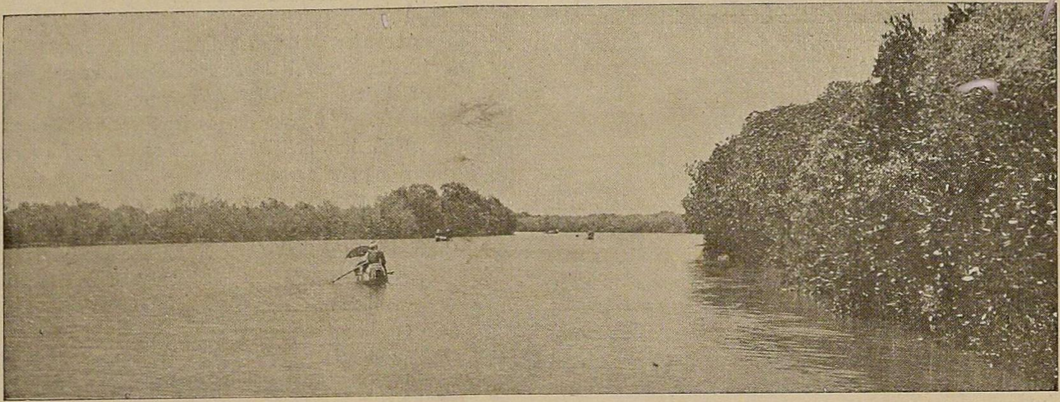
Swami Vivekananda's pioneering work

A great deal of thought went into the calling of this Council. There was some delay because we were consulting people. I speak today with great sorrow in my heart. It is just not sympathy for the minorities' Muslims or Christians or any other minorities, nor even merely concern for the downtrodden, the Harijans or the tribals, but deep anguish at the blurring of India's image and the tarnishing of the basic values and ideals which have made India great through the ages. In modern India, I think, two men above all others made it their mission to discover India and to interpret her and her values to our own people and indeed to the people of the world. Swami Vivekananda did the pioneering work in this and I think my father and other national leaders continued this work. They have all stressed the same values. Our former President Dr. Radhakrishnan, has described an Indian as not just a person who is born in India, but one who believes in the ideals and values for which India has stood through the ages.

In all periods of India's true greatness she has stood for tolerance, for respect of other faiths. This as you know, has been enshrined in our Constitution. But this has never meant and cannot mean tolerance for those who strike at the very root of our unity and hence our future. The question is serious enough to be studied calmly. But, in all great causes, it needs a deep conviction that this is the most urgent question of the day and also a burning passion to summon all our strength and will to surmount it by fighting injustice, inequality, discrimination and disruption. Let us not leave this meeting with pious platitudes or vague generalisations but give definite guidelines for action. And let us have a firm resolve to implement them through an adequate machinery set up for this purpose.

Tourism :

PICHAVARAM FOREST AREA TO BE A TOURIST SPOT



A view of Pichavaram back waters.

Honeycombed with broad waterways, Pichavaram Forest, if developed on proper lines will provide an excellent picnic spot.

Pichavaram Forest comprises of 5,000 acres of forest lands honeycombed with broad waterways, being the estuary of river Vellar and is situated about 12 miles from Chidambaram. Chidambaram being an important tourist centre famous for its Nataraja Temple, attracts large number of foreign and inland tourists. Except for the temple, the place does not provide any attraction to the tourists. It does not have good accommodation facilities nor does it have a place which could be called a tourist resort. Most of the foreign tourists who come to India always have a complaint that even though we have many things to show, we do not have sufficient facilities for them to enjoy their leizure hours. Pichavaram is a place which has tremendous potentialities of being developed into a nice tourist spot, provided, it is developed on proper lines.

Before the river enters the forest, there is an open span of water which has 4 to 6 feet of water throughout the year. On the banks the water is shallow. Similarly it has streamlets which honeycomb the forest have varying depths of water but all of them permit plying of boats. At the other end of the forest, there is a vast span of open water which for most part is more than 4 feet depth and which is capable of being used for boating, water skying and for other acquatic sports. This span is separated from the sea by a sandbar and the seashore is capable of being developed as a nice decent sandy beach.

It is not merely a place which could be developed as an appendix to Chidambaram but has its own potentialities of being developed as a tourist spot.

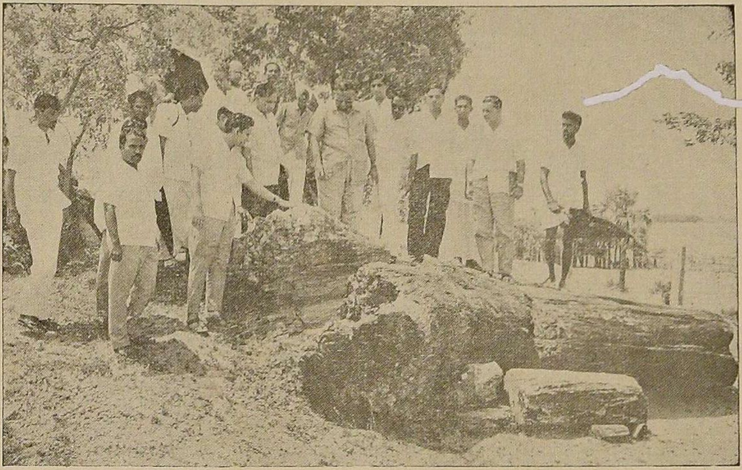
The scheme of development will consist of the following :—

To begin with, the road from Chidambaram to the forest will have to be upgraded and developed. Ten miles out of this 12 miles is already metalled road and buses ply on it. The other two miles is a village road which can be formed by the Prosperity Brigade and later on metalled and black topped by the Tourist Department.

For a modest picnic spot, a small rest house with two suits, a kitchen and dining room can be put up. Besides, these two suits, two house boats, providing one bed room cooking facility could be stationed at the entrance of these backwaters. These boats should be placed in such a way that one side of it, could be approached from land and the other side should permit of small boats coming near it. The Collector of South Arcot has in this connection suggested the type of boats in the Dal lake at Srinagar. They may be ideally suited for the shallow waters.

At present there are large number of canoes which are being used by the fishermen for fishing. These canoes will not meet the needs of those who are interested in boating and fishing. For them two to three punt type of boats with a top cover will be most ideal. Even if this is left to the local residents, they have the present system of tying two boats to make it a punt type of boat. Two or three small motor launches would be absolutely necessary for water-sking along with the accessories. They will also provide a fast cruising

FOSSIL WOOD OF THIRUVAKARAI



Near this village and areas adjoining to it large petrified tree trunks have long been known to exist. They occur scattered over the surface in low ridges of forruginous grits. Some of these fossil tree trunks are reported to be more than 30·48 metres (100 feet) long and 1·52 metres (5 feet) in diameter. As these are devoid of bark, roots or branches, they must have been transported to their present resting place before they became petrified. The tree trunks have been completely altered and the organic matter in them has been replaced by silica. The formations are known geologically as Cuddalore series and are nearly 20 million years old. There is a popular belief that these petrified tree trunks are the bones of a rakshasa or demon, slain on the spot by Vishnu. The earliest account of these fossil wood is by M. Sonnerat (1761 A.D.) an European naturalist who toured the East some one hundred and eighty years ago. The petrified trees trunks found here and in the areas adjoining to it have been studied in some detail since long. They constitute the woody portions of Mesembrioxylon, Schmidianum (a Gymnos sperm) and some Angiosperms. The modern families like Guthjerae, Celastraceae, Legnminosoae and Euphorbiceae are likely to be represented in them. Some of these woody fossils resemble, the modern species of Tamarindus and it is quite possible that many modern living forms existed during those remote periods.

Suggestions

It is a very rare phenomenon. Nowhere in the entire Asia the fossil wood trees exist. Road leading to

The Fossil wood trees found in the Thiruvakarai area in South Arcot district is a rare phenomenon. Nowhere in the entire Asia such trees exist.

Thiruvakarai is lying in Madras to Pondicherry main road (Via) Mailam, about 12 miles from Tindivanam Town. Thiruvakarai is about four miles from the main road. So far it is not known to the public. So, much publicity should be given. Hence to attract huge crowd, some facilities should be made in that particular place. Therefore, Central Government may consider this aspect and construct a Guest House with at least 6 suits of rooms, a Canteen and one or two stalls. A Park is every essential so that people can take some rest and spend the time conveniently. For drinking water facilities and for watering purpose to the Park, a deep bore well is also required. Another important item of work is road. A black tap road is absolutely necessary. Guide has to be appointed for explaining and also some more protection is necessary because the people come and pick up the parts of the trees itself.

This spot may be taken up as a Tourist Centre under the control of the Central Government and given priority.

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boats for those who have a short time at their disposal to see these forest areas. At the other end of the water, in between it and the sea, to begin with, an open tourist shed with cement concrete benches and [illegible]om and changing facilities would be more than sufficient.

At a later date, another Guest House nearer the sea or in one of the islands in the forest could be thought of.

The foreground of this backwater which is now lying waste is a patta land which will have to be acquired for construction of a guest house. It will not be costly land as it has always been waste land. In case this scheme is approved, acquisition of this land can be taken up as the first step. It is estimated that the entire scheme may not cost more than a lakh of rupees. But it will be a wonderful spot for the foreign tourists and a dream-land for picnics for the people of our State.

Tourist Explosion or Implosion

THIRU ROMESH THAPAR,
Chairman,
India Tourism Development Corporation Limited.

The other day, a rather cynical friend sent me the following quotation in triplicate and asked me to plaster the whole country with it. It reads:

> " In this age most of the people are slaves who are always subject to temptation; they are wicked, unkind, quarrelsome and unlucky. Deception, idleness, sloth, malice, dullness, distress, fear and poverty are foremost in men and darkness prevails in their lives."

These words are not drawn from a PATA report, but from a well-known description of Kaliyuga! I have been involved in tourism for six months now, and I have been deluged with complaints—and suggestions—of all description. I find this kind of feed-back most important in evolving a creative approach to the problems which surround us—particularly those connected with tourism-for tourism in our country is still in an embryonic stage and *can* be conditioned.

Vital issues

In this first encounter with the professionals of tourism, I should like to confine myself to a limited number of points to summarise my thinking on some of the vital issues which we will have to tackle if we are to avoid the danger of a tourist explosion turning into an implosion. There is nothing new in what I have to say, but I have attempted an exercise to help us focus on certain priorities which, I believe, would lay a solid foundation for the industry.

The ideas which follow, posed rather provocatively, need discussion in depth and early decision.

Let me kick off by saying that international tourism is fast becoming a dreary and costly journey from one point on the map to another, where living conditions, food, human experience, activities and facilities are beginning to conform to a pattern. By all means play the game as it is dictated and where there is no other alternative, but always remember that in the long run such an approach is self-defeating. This type of tourism gradually takes on at the most the character of an escape from one set of climatic conditions to another.

There is logic in this kind of to urism within a single region, but the logic is less obvious when you move from region to region. India, seen as a continent, has a great deal of this internal tourism. For instance, every day more than six million passengers are carried by the railways alone. Our planners have yet to prepare the impressive statistics in the manner of the European countries where much of the tourist build-up is internal to the continent.

Being a single country, India has to develop special dimensions of interest to attract tourist from regions many thousands of miles away. In other words, we have to attract the likely visitor to India with the promise of a unique and satisfying experience. To expend our limited resources almost totally on the cliches of toursim would be short-sighted. We have to single out, develop and publicise tourist attraction which others cannot offer and in addition draw upon what history has left behind.

The realities

Such an approach demands a philosophy for tourism in India. The philosophy should unite Government the travel agents and public corporations. It must condition the planning and organisation of tourism and tourist facilities. In all the documentation of conference conventions and seminars held in our country I have yet to locate a discussion on the philosophy behind all our efforts. Yes, we do talk of guidelines, but more as *ad hoc* arrangements to cope with problems which tend to pile up. It is time we began to plan tourism in our country on the basis of an Indian experience. This, I believe, should be our philosophy. It is this Indian xperience which has to inform and animate all our fforts in tourism.

I do not want to start dreaming of the impossible. The realities of bureaucratic behaviour, red-tapism, the lack of resources and incentives and the failures of implementation have made so many of us h[illegible] cynical. I speak of simple things which do not require permits and licences. Where are the exotic oil bathe

for which we should be famous ? Where are the specialised yoga centres ? Where are the camping grounds, the Himalayan treks and tours off the beaten track ? Where, indeed, are the authentic Indian restaurants ? Even in Srinagar, where is the place where you can get a memorable Kashmiri meal ? The opportunity for private initiative and enterprise is unlimited. The opportunity must be seized by all of us, for only then we can think of giant festivals—Seasonal carnivals—which draw the traveller from distant lands and help him understand our land and people.

Sadly neglected

Given planning, organisation and facilities that are informed by this approach, we will attract the tourists as a destination point. In this context, our people at large—and not a few businessmen and public undertakings—must develop a stake in tourism. When our people realise that they have this stake a remarkable transformation will take place. We might then clean our bathrooms, improve our food, stop spitting and chasing tourists round the bend. It has been abundantly clear what vital influences these are in tourist traffic.

From this point, I shall move in to a critical area which is sadly neglected. Clean, simple, comfortable accommodation at rates which allow for reasonable profit, has to be given the highest priority. We must learn from the experience of several countries which have been successful in promoting tourism. Expensive, luxury hotels may help in an early phase to build the tourist image of a country among affluent elite groups around the world, but the danger is ever present that this kind of operation, if allowed uncontrolled development ultimately encounters consumer resistance. Willy nilly tourism is bound to develop a mass character and the mass does not want its pocket to be emptied within the confines of a hotel.

Traditional lines

Indeed, if tourism has to be integrated with economic and social development, it cannot be built on the base of luxury hotels and the expensive, comprehensive facilities they offer. It should be consciously directed into the mainstream of life and the tourist should be left with the resources necessary to enjoy this experience. Mechanical, unthinking imitation can destroy the possibilities which we do possess to make India one of the most attractive destination points for mass tourism by air, by road and by sea.

In fact, a number of factors are already compelling us to think of an infra-structure which would make India just as touristically interesting in summer as during the c[illegible]rt season in winter. Climate, linked to the logic of tourist economics, dictates the need to disperse the infra-structure. If we think along traditional lines, we will not have the resources to tackle the explosion.

I realise these important questions because we are on the brink of taking decisions which will impact tourism for several decades. It is my personal opinion that we should avoid the emphasis on concentrated luxury and move towards a widely dispersed infra-structure accented for simplicity, cleanliness and comfort. Small hotel units given the personal attention of family enterpreneurs have provided good dividends all round the world. Pensions, run by imaginative individuals are an excellant input and totally neglected in our country. Well organised camping sites, with certain basic facilities, provide an answer in many regions. Motels and bungalows for tourists offer essential links for those who are beginning to realise that travel by road is the best introduction to a new area. Something of this is already happening, but this kind of enterprise needs solid and sustained encouragement from Government on a priority basis. We must study these matters in depth and guard against the habit of coming to conclusions on the basis of experiences which is not really relevant to our conditions.

Facilities for tourists

When we move on to speak of facilities for tourists we very often stop at cassinos, bars and belly-dancers. Nothing could be further from the actual needs o the prevailing situation. Talk to any tourist and he will tell you that from the moment he lands at an airport or railway station, his troubles begin. Information desks are few and far between. In a new land, he is pushed around by a number of over enthusiastic private entrepreneurs. There are no reception centres where the problems of a tourists can be speedily resolved. Endless forms, red-tapism, delays, service without a smile, tangled reservations, beggars, fleecing, dirt and more is the common experience judging from the letters we receive. These are priority questions. A massive effort is required to cope with them for we are a huge continent, not a compact little country.

It is common practice to place the entire responsibility for this state of affairs on Government. This is an untenable position to take. We have all contributed by our indifference to the present sorry state of affairs—and must join together to remedy it. I for one am not prepared to get excited about cassinos, bars and belly-dancers until these minimums have been attended to.

It would be very satisfying to see both private and public enterprise attempting the correction jointly-for we are becoming the victims of a vicious circle. The sins of a section are visited upon all. Regulations to curb racketeers are usually transformed into regulations which treat everybody as a racketeer. This approach kills the initiative of the dynamic, healthy entrepreneur. Those who have studied this malaise are convinced that unless the authorities concerned use the regulatory powers vested in them with precision and speed without fear or favour, all development and growth will be thwarted by general suspicion and distrust.

The expansion of facilities also demands proper co-ordination between various official authorities particularly the Centre and the States. There is obstinate refusal to permit the organisation of centrally directed services. Even tourist cars and coaches are unable to move with freedom across the country. There is overlapping of plans, as also a desire to demand a stereotyped infra-structure which may not be suitable or necessary regionally in terms of over-all planning. In othe words, we need to demarcate responsibilities in the context of the perspectives we set ourselves. We should all collaborate to get this fundamental job done, or else tourism in our country will not develop the dimensions which we are urging. This is the secret of good management. To neglect it is to invite stagnation.

Now I come to the role of the India Tourism Development Corporation. This seems to be a strange point to elaborate on in the fourth year of the Corporation's life, but it is necessary considering the confusion and controversy which prevails about its role.

I will not go into a long and complex story. It is enough to say that two years ago a single, autonomous corporation was established to undertake four massive tasks—earlier divided between three separate corporations—to build and manage hotels, to organise the base of tourist transport, to undertake a variety of neglected commercial activities and to work out the entire publicity programme for tourism. An autonomous corporation was envisaged in order to provide flexibility of operation and speedy implementation. It is our intension to reorganise the ITDC and its functioning so that it begins to play the autonomous, creative role designed for it. Reorganisations are painful processes, but I believe that in 1968 you will begin to see results.

Regulatory functions

The ITDC will naturally attend to commercial ventures. It will also play a leading role in initiating promotional work in close co-operation with the Department of Tourism. The government, I hope, will give the highest priority to its regulatory functions. Naturally, the fear will be expressed that the ITDC might encroach upon activities which the private sector is prepared to undertake. While it is true that certain encroachments are inevitable because a public undertaking has to show a profit on operations and cannot confine itself to expending Government funds to prepare profitable operations for the private sector, I can assure you that it is not our intention to pre-empt any activity. The ITDC sees itself as an essential catalyst, not a crazy empire builder.

Already we are planning to collaborate with our sister corporations—Air India and IAC. We are opening discussions with Indian Oil in the field of motels. We would be only too happy to work out joint efforts in certain areas with State Governments and private entrepreneurs. Co-operation motivated by our common interest in the development of tourism, is essential, but it should not be construed to mean that we are available only to be exploited to nourish monopoly interests or captive markets and to undertake only those tasks which yield no return.

Public undertakings must show a profit even in tourism where such a great deal of the earning is scattered through the market and is therefore in a sense invisible. In other words, private enterprise must share some of the tough problems of building the tourist infra-structure before it attacks the effort of public enterprise. We have tried informally to find private entrepreneurs to take over specially located tourist bungalows and restaurants, sound and light shows, to build entertainment networks-but without any real success. We shall continue to try because we believe that private entrepreneurs can provide the kind of personal service so essential to tourism. It is for you to think upon these matters and to discuss them with us.

Professionals of tourism

As soon as the ITDC is reorganised and has a new executive team in position, it will move to establish contacts in depth with the professionals of tourism.

In the meanwhile we welcome your suggestions and your criticisms. Where should the new hotels be located and what kind of hotels ? How can tourist bungalows and motels be integrated creatively into tourist developments ? Should we concentrate the infra-structure or spread it out ? What are the problems of transportation ? Are there any reliable ways to prevent unnecessary friction between public and private enterprise ? What improvements are needed in publicity and commercial operation ? These are some of the broad questions which in turn contain many other questions.

One of the important guidelines we have set for ourselves is that we will seek out the most talented and mobilise them for the service of tourism, whether in advertising or in architecture, in management or entertainment. We shall try to establish a style of work which will end bureaucratic attitudes and establish healthy rapport with the industry. I believe all this is possible or else I would not waste my time and energy.

A powerful weapon

To me tourism is a powerful weapon to integrate our sprawling land and to bring it firmly into the mainstream of the scientific and technological revolution which is modernising this world of ours. We are a major industry. We need not be on the defensive. We have only to involve the people of this great land in our plans, work out strict priorities, demand co-ordinated and speedy action. An effort of this kind, founded on a l[illegible] work, will make all the difference. Then India will become a destination point and the tourist explosion will not become an implosion.

all about Jaundice

Recently Jaundice was widely prevalent in Madras city. The Health Minister inaugurated on 26th July 1968 a mobile unit of the Siddha System of Medicine for the treatment of the disease. In this context this article will be read with interest.

Infectious Hepatitis is a disease which affect the liver. It is caused by a virus. In mild cases, the disease remains unnoticed in severe cases, the eyes and sometimes the skin of the patient may become yellow.

Incidence.—A few cases may occur sporadically throughout the year, but usually a large number of people may contact the disease in the months of August, September, and October when an epidemic is likely to occur. With the onset of the cold weather, the number of cases decline. The occurrence of the disease is higher in places where people crowd together and where general cleanliness is poor and insanitary.

How it spreads.—Jaundice spreads from one person to another by close contact. The disease is transmitted through water, milk, or food that has been contaminated by the stools of the patient. This can occur directly by soiled fingers and other objects, or indirectly by contamination of food and drink by flies and by faeces of infected people.

In epidemics of the disease, some mild cases may not show the yellow colour of the skin but these patients are as infectious as those more severely affected.

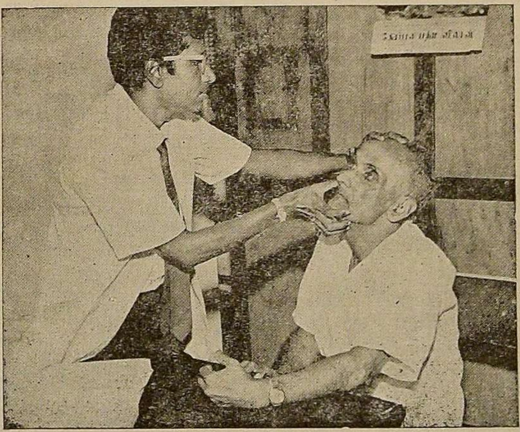
What are the symptoms.—After becoming infected there is an interval of about three to six weeks before the patient shows the first signs of illness. These are fever, loss of appetite, especially a marked dislike for fatty foods, nausea (a feeling of vomitting) or vomitting, headache and pain in the right side of the abdomen (Liver area). The outstanding feature is weakness and fatigue.

Who gets the disease.—Everbody, irrespective of age, gets the disease. The severity of symptoms depends on the age of the patient. In infants and young children, the disease is very mild. In older people an pregnant women, the symptoms become more severe and the disease lasts longer.

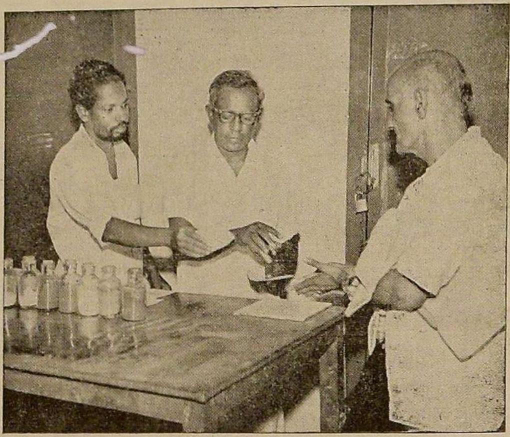
During an epidemic of this disease in Delhi in 1956 a noteworthy feature was that the disease was severe in pregnant women, the number of deaths being unusually great. It was estimated that 50 per cent of the affected women, admitted to the hospital died.

It was also found that there was a remarkably low incidence of the diseases in children.

Are there any complications.—In a majority of cases, it is a mild disease. Usually, there is complete recovery without relapses. Occasionally, the acute (severe) form of the disease may lead to chronic liver diseases.



A Mobile Unit of the Siddha System was Inaugurated by Thiru S. J. Sadiq Pasha, Minister for Public Health, for treatment of Jaundice at various places in the city on 26th July 1968. Picture shows the Doctor of the Mobile Unit attending on a patient.



Siddha medicines for Jaundice.

What should the patient do.—He should immediately consult a doctor. The patient should completely rest in bed until his doctor advises otherwise. Resuming normal activity too soon may cause a relapse. He should strictly follow the diet advised by the doctor.

Can the disease be prevented.—Once a case has been diagnosed, prevention of further spread can be accomplished to a considerable degree by maintaining a reasonable standard of sanitation both by the patient and by the persons in contact with him.

Is there any treatment.—There is no specific treatment for Jaundice. Neither anti-biotics (a type of drugs) nor sulpha drugs are of any use. In the absence of any treatment with drugs, rest in bed, regular medical check-up and a special non-fatty diet (high protein and high carbo-hydrate) are useful. This should be restricted or avoided. Fruit juices (like orange and lemon) are good.

What to do during an epidemic.—During an epidemic, the following general precautions should be taken :—

(1) Wash your hands particularly under the nails thoroughly after each visit to the latrine.

(2) Protect all food from flies and wash your hands thoroughly before handling or taking any food. Food prepared in the home is the safest.

(3) Eat only freshly prepared food. Milk and water should be boiled.

(4) Children suffering from the disease should not be sent to school until they are cured.

(5) It is very essential that safe water-supply and proper sewage disposal are ensured in the locality.

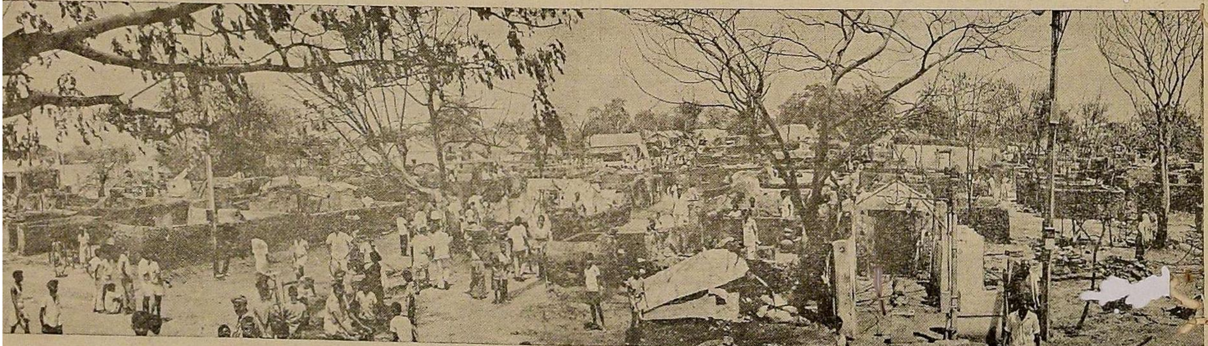
(6) Sale of sweets and cut-fruits exposed to flies and dust should be completely banned.

Remember:—(1) Always report to your Health Officer.

(2) If any one in your family has the symptoms of this disease call a doctor immediately.

(3) To prevent spread of the disease to others in the home observe strict cleanliness. Dispose of all discharges of the patient (Stools, Urine, Sputum, etc.) by digging a pit and burning.

(4) Each time after attending on the patient the hands of the attendant should be thoroughly washed.



Relief work in a Fire affected area in the city.